

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVII.

NEW YORK, APRIL 14, 1909.

No. 2.

It Is a Great Newspaper

It is just a few weeks more than thirty years since I made my advent in the newspaper field—a barefoot country lad engaged as a devil in the office of a country weekly.

I lost my job the first day by piecing a form, and got the job back the next day because the boss couldn't find another boy.

In the thirty years that have slipped away since that day, I have gotten an immense amount of satisfaction from newspaper work, even from the difficulties that every publisher encounters.

But in all that time I have never felt quite so good as I did last Sunday when I received from the press the first complete copy of the "Housewarming Edition" of the Topeka Daily Capital.

I had promised the people of Kansas a great newspaper, and I felt that the boys had made good. 136 pages and not a dull line in it.

A complete survey of Topeka, its industries and institutions, its history and its people.

More than 537 columns, or 11,740 inches of advertising and not an advertiser in it save men who believe in the Capital and its pulling power.

It was a great paper.

To the general advertiser it is a token that Topeka is a good town, Kansas a good state and the Capital the one best means of reaching Kansas money.

The people of Topeka and of Kansas have been good to the Capital. This special edition was issued in commemoration of the completion of the new Capital building—a building which our friends who have had the oppor-

tunity of comparing say it is unexcelled in architectural beauty, in mechanical equipment and in all other appurtenances of a twentieth century newspaper plant, by any of the leading newspapers in the United States or Europe.

This building and equipment were made possible by the generous patronage and loyal support of Topeka and Kansas.

They have given the Capital a larger circulation in the City of Topeka than any other Topeka daily, and a larger circulation in Kansas than any other Kansas daily.

Their loyalty was evidenced last year by the fact that the Capital carried a total of 279,525 inches of paid advertising—an excess of 77,249 inches over the paid advertising carried by the other Topeka daily.

Topeka people are good to the Capital.

And good to Capital advertisers.

At every postoffice in the whole state you will find paid subscribers to the Capital.

Come on out to Kansas and let them be good to you.

Arthur Capper

Topeka, March 2, 1909.

P. S.—While the few extra copies are on hand I'll be glad to send any live advertiser a copy of our special Housewarming Edition. It's a great newspaper from a great town in a great state.

For further information concerning the Capper publications, apply to any of my representatives: Marco Morrow, Director of Advertising, Topeka, Kan.; J. C. Feely, 1306 Flatiron Bldg., New York; Justin E. Brown, 406 U. S. Express Bldg., Chicago; S. N. Spotts, 401 Century Bldg., Kansas City; W. T. Laing, 1012 N. Y. Life Bldg., Omaha.

Who WANTS to be a "Trailer"?

No manufacturer starts out deliberately to play "second fiddle." He wants to lead. His goods he would have the standard.

But what chance has he in the cities? *There* a dozen established houses are fighting for the trade. Without millions to spend, he is lucky if he gets as high as "bass violin."

The opportunity to be the *leader* nowadays depends on selecting your market. Come out here to Wisconsin.

Our Farmers Want Your Goods.

You won't have to fight to lead if your merchandise is right. Because our wants are just developing. They have been taking the unknown as dealers handed out. But ten increasingly prosperous years have made them particular. They look to their *standard farm paper* to show them *new standards of merchandise*.

And they find them. Already several leading magazine advertisers have started to make their goods standard with the farmers. The Maxwell Automobiles, the Garland Stoves, the Eastman Kodak, the Enterprise Food Choppers and a dozen similar lines are being advertised in

The Wisconsin Agriculturist.

These people are intrenching themselves against future competition. In five years the farmer will have his standards of comparison in each line. Then the manufacturer who wants their trade will have to fight as he now fights for a crumb of city trade, and with the same pre-knowledge he can never hope to lead.

In the meantime, the farmer of Wisconsin is in the transition period. He offers in a merchandising way the opportunity which came twenty years ago in a literary way.

Then the spread of oil lighting made ready for the spread of *literature*. Two men saw the opportunity—Munsey and McClure. Hundreds of thousands of dollars have been "burned" to oust them from the position then gained.

Now the spread of prosperity from city to country offers a similar opportunity to the *Manufacturer*. Not all will see the opening. May we show you what we know of farm conditions in Wisconsin and how little it costs now to *cover* this field?

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.,
Eastern Representatives,
41 Park Row, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1895.

VOL. LXVII.

NEW YORK, APRIL 14, 1909.

No. 2.

HOW WOOLENS, FURNITURE, CANNED VEGETABLES AND ROPE COULD BE ADVERTISED.

A TENTATIVE LAYOUT FOR CAMPAIGNS TO ESTABLISH THESE PRODUCTS AND CREATE CONSUMER-DEMAND—TRADE CONDITIONS WHICH COULD BE REMEDIED—MANUFACTURING INDEPENDENCE AND PROFIT FOR THOSE WHO WOULD BEGIN A WELL-PLANNED ADVERTISING CAMPAIGN.

By J. George Frederick.

There are those who believe that pretty nearly everything that can be advertised is already advertised—some even maintain that there are lines being advertised right now which should not be advertised at all.

But those magazine and agency advertising solicitors who are engaged in constructive work among the possible advertisers in this country know very well that each year sees many a concern advertising which but recently had no serious thought of it.

Manufacturing as a general proposition must grow with the expanding conditions of marketing or suffer; and there is no room for doubt that it will fall in line with the modern demands of national distribution. With the country daily growing more unified and the machinery of distribution becoming more carefully organized, magazine advertising offers a chance for national distribution which no progressive manufacturer who desires the biggest possible market will ignore, once he is shown in a practical way how he can attain it.

In the four outlines for campaigns given below no attempt is made to adjust the advertising to any manufacturer's individual condition. The general conditions of the trade are taken into consideration, and the campaigns as outlined are planned to be applicable, with individual modifications, to any manufacturer of that line. There will necessarily be questions raised by some manufacturers as to the possibility of succeeding by such a campaign; but every practical objection which can be made to the proposal to advertise any of these lines of goods can be more than answered. In the answers to such objections, thoughtful, open-minded manufacturers are certain to discover a line of thought which leads to far greater market-building possibilities than any other plan now available.

Dealers will not work up formidable opposition to the right kind of advertising campaign for these products. Dealers are about finished objecting to national advertising, so unmistakable is the evidence that it helps them.

THE OPPORTUNITY FOR CANNED VEGETABLES.

The amount of canned vegetables consumed in this country is enormous. Every class of people uses them, from the red-shirted lumbermen in the northern Michigan camps to the best hotels on Fifth avenue, and the jack tars on a cruise on our crack warships.

Years ago there was a widely diffused horror of most things canned on the part of the housewives who prided themselves on the purity and tastefulness of their cooking. They regarded canned goods as the last resort of the desperate and the lazy, the taking

of one's life in one's hands. "Horrible, chemical, poisonous stuff!" they exclaimed with housewifely disgust. The young bride who fed her husband canned goods forfeited the respect of every good, old-fashioned female friend who discovered it—she was accused of being too lazy to cook.

And it has taken some few years for canned goods to live down the black eye given them by the havoc wrought by tainted meat among the soldiers in the Spanish-American War. To-day the most particular of housewives use canned goods of many kinds, and high-class magazines for women frequently give extensive recipes for dishing up various tinned products.

The plain truth of the matter, imperfectly understood even at this late day, is that pure canned goods, packed in good quality of tin and modernly sealed, are uniformly *more hygienic* than even "fresh" fruit brought from a distance. The danger of ptomaine poisoning from canned goods is not one whit greater than from fruit handled in the customary way. It is pretty hard to estimate how many and what kind of hands and other things touch so-called fresh fruit before it gets to the table, and ptomaine poisoning

Bright Housewives Can Do Wonders with Good Peas

Add a can of good peas, piping hot, to steak, chops, beef loaf or any left-over meat—and you quickly have a dish that rouses the appetite!

There is no more tasty or nutritious food than good peas. Government tests show they have 18 to 25% of protein—as much as meat or beans—but none of the uric acid of meat, or the sulphur of beans.

But they must be good peas—

Sunny Garden Peas

Don't trust ordinary canned peas—some are merely dried peas soaked in water; many others are large, old and hard, and canned in harmful imperfectly sealed tin.

Stick to your demand for Sunny Garden Peas—our experienced pickers know by the feel of the pods if they're too young for nutriment, or too old for flavor. 15c a can.

Maryland Packing Company
519 Dixon Street, Baltimore, Md.



AN IMAGINARY CANNED VEGETABLE AD.

statistics give proof that uncanned food is just as dangerous as canned goods, and canned goods always has the advantage of being picked ripe and of being thoroughly cooked. Much of the food we ordinarily eat is undercooked.

Yet, in spite of the very excellent argument which canned goods has to make to the public, it is remarkable that the three largest lines of canned goods—peas, corn and tomatoes—are rarely or never advertised. The campaign of the Maine corn packers in New York subways and in a few magazines is the only one attempted, and that is recent.

Most of the peas and tomatoes are packed down in Maryland, and the packers usually sell their en-

As a Lawyer would say, "here's the evidence in the case." It may have direct bearing on your business. At any rate, the letter is well worth reading:

MENZIES SHOE COMPANY

Makers
Menz "Ease" "American Boy"

Detroit, Mich., March 16, 1909.

Mr. J. Cotner Jr., Sec'y-Treas.,
The Sprague Publishing Company,
Detroit, Mich.

My Dear Mr. Cotner:

With all your knowledge of **THE AMERICAN BOY**, and your confidence in its ability to make good on all sorts of propositions of a family nature, I have some news for you that I am sure will astonish and gratify you as much as it did me. It's simply this:

Of the thousands of our direct sales to readers of **THE AMERICAN BOY** during the past two years, about one-third are orders for **MEN'S SIZES** of "American Boy" shoes!

This is all the more surprising when you stop to consider that our quarter page, half page and full page advertisements have all been built purposely to sell shoes to youngsters. Our illustrations have been pictures of ten-year-old lads, and our selling arguments have all been aimed directly at the little fellows, for we want to "catch 'em young" and get their good will early in life, as our Outing and High Top lines are fundamentally for boys. It is plain to me that your magazine, contrary to the general understanding, is not bound, in its usefulness as an advertising medium, by the limits of the Boy Field; and that reminds me of another interesting fact. You will remember that in all our advertisements we insert, in very small italics, "Makers of Menz 'Ease' Work Shoes and Hunting Boots,"—the only reference we make to this line. Nevertheless, not a day passes without the receipt of orders for these goods, from **AMERICAN BOY** readers.

What is the matter with your Advertising Department? How does it happen that you are not carrying the advertising of manufacturers of Hosiery, Underwear, Hats, Shirts, Collars and Cuffs, Clothes, and, in fact, anything that young men wear or use? We do not make a fine dress shoe in men's sizes, as you know; but the manufacturer of such a shoe who overlooks **THE AMERICAN BOY**, both as a medium for direct sales and as a means for getting in touch with dealers, is missing it, and no mistake. Perhaps you can open a few eyes with this letter; you may show it to anyone you please.

Yours very truly,
MENZIES SHOE COMPANY.
H. D. Menzies, President.

Mr. Menzies' letter is gratifying but not very astonishing, considering the fact that the average age of our boy subscribers is 15½ years (statistics show this) and thousands of them are 16, 17, 18, 19 and 20 years of age. It shows, too, that the fathers read and are influenced by the advertisements in **THE AMERICAN BOY**.

"Where there's a boy there's a family." **THE AMERICAN BOY** goes into 160,000 families.

The Sprague Publishing Company
Publishers **THE AMERICAN BOY**
Detroit, Michigan

This Must be
True of Store
Sales, Too.

A Mighty Good
Leverage on the
Shoe Dealers.

Some of them
are seeing the
light and are
making immedi-
ate Sales and
Creating a good-
will Asset for
the Future.

tire output ahead on "future" contracts to the trade. Every little packer has his own jealously guarded brand, or collection of them, and one of his ambitions is to have his brands rated "at a premium" by the trade. That is to say, he is hoping that dealers will sell his goods long enough to let consumers become acquainted with his brand, and its satisfactory quality, and actually ask for it. When this wonderful, long-hoped-for goal arrives he is in a position to look for overtures from the trade, and even raise his prices.

It evidently has not yet occurred to a single packer of peas or tomatoes that, if he spent a little money talking to the very people—the consumers—with whom lie the only chances of his goods reaching the "premium" goal, he could reach it without waiting for a self-initiated movement, which is most tortuously slow—and also uncertain.

Oh, yes; many canners believe in advertising if you ask them. They frequently "go halves" with their broker on the cost of an advertising campaign to the dealers through trade journals, and the canners vie with each other to see who can produce the smartest, reddest reproduction of a tomato. Sometimes this helps to build business—but very often it

Demand Good Cloth as well as Fit

Whether you are man or woman—whether you buy custom-tailored or ready-made clothes—the *quality of cloth* is the important part of your purchase.

For 40 years CHUSETTES MILLS Woolens have been chosen by woolen experts when absolutely uniform, conscientious quality was desired.

You should know how to secure quality suitings, to get double service from your clothes for the same price you are usually charged for inferior cloth.

Chusettes Mills Woolens

are used by tailors and clothiers honestly striving to serve your interests.

Ask your tailor to get them. See that our label is on every suit. Write for our booklet, "How to Get Good Clothes."

Chusettes Mills Co.
Boston. -:- Massachusetts

AN IMAGINARY WOOLEN AD.

doesn't. Advertising to grocers does not give any proof to the grocer that there is any consumer demand.

There are some very good reasons why the public should eat more peas, and there are a great many more reasons why the public should know about some good brands of peas, in particular, as distinguished from some very poor and deleterious ones, which hurt the whole canning industry. At present, the housewife can do nothing else but go to the grocer and ask for "a can of peas"—with emphasis on the *a*. She formerly did that with flour, crackers, breakfast food and many other things, but she very much prefers to ask for something by name,

The Philadelphia Bulletin

"The Bulletin" is the mart or merchandise exchange of the "Quaker City" to which nearly all of the 300,000 or more families of that city turn for the filling of their wants.

Philadelphia's local retail merchants know this; that's why so many of them concentrate their advertising in "The Bulletin."

General advertisers best cover Philadelphia at one cost by using "The Bulletin."

*Net Paid Daily Average Circulation
for March, 1909:*

258,269 copies

A copy for nearly every Philadelphia home.

"The Philadelphia Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher

which, from reading advertising, she knows is reliable and good.

Just a few months ago the pea canners got together, in convention assembled, and agreed that there might be a great many more thousand cases sold, if people knew more about peas. There being no dispute about this, they agreed to raise a "publicity fund" of \$25,000, which, it is said, is to go to the press agents.

How much cleaner, more vigorous and businesslike would it be if the canners, individually or collectively, advertised peas in some such manner as shown on another page!

Such a method of bidding for business has any amount of proof to offer in parallel cases, showing that it is a business investment paying in dollars and cents that you can count, to say nothing of "premium" prestige that *can't* be counted.

If a pea canner with distribution even only partially national in scope would spend \$10,000 for space in the magazines for three years—and fill that space with the kind of copy any one of the capable, experienced agencies advertising in **PRINTERS' INK** could prepare; following it up with educative matter upon the consumer, and stimulative efforts on the dealer—there would be an increased



"OXFORD" Fine Furniture

WHEN YOU come to buy furniture it means money to you to know how to avoid choosing finish that hides cheap wood, hasty joining, skimpy work. It is expensive at any price.

Select furniture that gives an atmosphere of sincere quality to your home—that you can hand down with pride to your children, as a symbol of your personality. Its quality should be consistent with you.

Oxford Furniture is built more with pride in its serviceable workmanship than with mere desire to sell. The dealer who sells it aims to give your money's worth. See that our mark is on every piece—it means we will stand responsible for its satisfaction to you.

We have just issued a beautiful book of suggestions in home-furnishing, showing pieces suiting every taste and every purse. Send for it, and keep it on file.

OXFORD FURNITURE CORPORATION
TARRYTOWN :: :: :: NEW YORK

AN IMAGINARY FURNITURE AD.

"premium" value accrued to the brands worth every cent of the money spent.

INTERESTING THE CONSUMER IN WOOLENS.

How do we at present buy clothing? We trust either a tailor, a retailer, or a tailoring "system." What do we know about the cloth itself? Nothing but that we are frequently chagrined to find a suit going to pieces long before it should, and perhaps almost amazed at rare intervals to find how long a piece of goods wears.

There is evidently a distinct difference in the quality of goods, even if there is none in price. Many men's tempers have been sorely tried groping about in the

dark f
quality
ing tai
tailor
relief
ferior
wome
the a
tailor
have
the s
lemm

WH
inside
all t
some
the co
se a
woul
the
tions
a co
light
brea
the

T
mar
wou
in t
the
figh
m c
spli
gin
on
for
p l
sw
c
he
to
the
str
an
pe
fe
hi
do

si
p
g
a
i
r
o
sp
v

dark for good quality, trusting tailor after relief from inferiority; and women, since the advent of tailored suits, have been in the same dilemma.

What is the inside story of all this? If some time in the contracting season one would grasp the negotiations going on, a considerable light would break in upon the situation.

The woolen manufacturers would be found in the grip of the jobbers, fighting for the most hair-splitting margins of profit on contracts for the complete outfit; swapping a concession here at a loss to gain a point there at a profit, and in general struggling to maintain their plant and their goods against the competition of so many degrees of inferior quality that only a few high-salaried experts can detect deception.

When the momentous contract signing season is over for a long period of time, the manufacturer goes back to his mill and grinds away again at his task of fulfilling the contracts he was able to make. One or more entire lines of goods may have been contracted for at an actual loss, and yet he congratulates himself that he was able to come away from the fray with a profit on a few lines which will make up for his loss on others.

There is One Kind of Rope that always stands the strain

If you ask for
just "rope," you can
expect to get cheap material.

But if you ask for Plymouth Rock Cordage you will be sure to get the best cultivated hemp, unsurpassed for both flexibility and tenacity. The strength isn't twisted out of it—and there's a maker who stands back of it, whether it's just twine, or 10-inch rope with a 38-ton strength.

Rope for Boats

Equip with Plymouth Rock lines, and neither weather nor water nor use need worry you.

Clothes-rope for housewives

Ask your dealer for our new 20-yard clothes-rope special package
—won't "fuzz" or unravel
—50 cents.

**PLYMOUTH ROCK
CORDAGE CO**

AN IMAGINARY ROPE AD.

The average woolen manufacturer is far removed from the consumer. He lives in his world of technical detail and has little to do even with salesmanship, in the sense that it is understood by many other lines.

There are some consumers a little wiser than others who refuse to be satisfied with the little carded samples handed them by tailors when the new suit is being chosen. They hand back the samples and ask to be given a card to the salesrooms of a big, widely-known standard jobber of woolens. They go there and choose the weave they want from the bolts, knowing that they are securing the quality that so many tailors fail to give.

Suppose that the mill or mills which make such a grade of goods were to advertise to the consumer *and make all consumers as wise as the few men who now are exceptionally fortunate in knowing how to get quality?* Suppose they would educate the public—men and women—to call for a name and demand it on the selva of every yard. Why should linings be advertised and not the things they line? If Skinner's satin advertising can succeed, is it not pretty certain that the public would greatly appreciate being informed how to secure real quality in woollens? The tailors and wholesale makers who use a certain make of woollens would greatly benefit from advertising, for their materials would be vouched for without cost to them. Tailors in this country could be educated to see this advantage, just as the ready-made dealers have been educated to sell certain systems of clothing.

A good advertising agency could spend an advertising appropriation for a woolen manufacturer so effectively that a single season's advertising would produce evidences of success and encouragement to go on.

ADVERTISING TO SELL FURNITURE THROUGH DEALERS.

There are no less than 2,700 manufacturers of furniture in this country, and no less than 20,000 furniture dealers. In New York, Chicago and Grand Rapids twice a year are held furniture exhibitions, which practically take the place of jobbers in the furniture business. The traveling salesmen of the house do their best throughout the year to sell without samples, and the furniture dealers sell a general collection of makes—too often those upon which there is the largest profit and which are not conscientiously built.

As a result, there is a desperate amount of cheap and "flashy" furniture being sold with much dissatisfaction among consumers. It is said that the success of the "handmade" furniture by such makers as the Stickley's craftsmen furniture, is largely a re-

action against insincere, amazingly flimsy furniture. Chairs that fall apart, finish that hides cheap wood, and imperfect joining has made consumers very impatient with much of the furniture that is sold to-day.

Yet, there are many manufacturers of good quality of furniture who cannot sell as extensively as they would like, and who are more or less helpless in their position.

The following advertisement for a furniture company illustrates what such a manufacturer might do. It gives a concrete demonstration of an appeal to the public to ask for a trade-mark on furniture as a guarantee of quality. It aims to secure inquiries which would be worked by means of follow-up matter, to readiness for a sale and then turned over to a local dealer. Inquiries from districts not represented by dealers could be made to interest and stock dealers in a way that no circular matter and personal effort could quite equal. Like many other dealers in other lines, furniture dealers might temporarily resent advertising to consumers, but it would be a hot-headed dealer indeed who could fail to see profit in the fact that half his local possible customers are reading national magazine ads which boost the kind of furniture he alone sells in that territory. Nor could he fail to appreciate magazine inquiries practically worked up into orders and presented to him. In the end he, like most dealers in other advertised lines, would become an enthusiast for national advertised goods.

The Grand Rapids furniture manufacturers are almost the only concerns which have taken up the idea of advertising to the consumer. They have spent considerable money advertising in the magazines, popularizing the name of Grand Rapids on furniture. Other furniture concerns and some trade journals brand the campaign a failure, but the advertising is still running, and Grand Rapids furniture not only probably has the largest sale and most extensive reputation of any one make of furniture, but many fur-

CAR ADVERTISING

Is It Logical for Everything?—No.

This is not addressed to advertising infants.

A PRINTERS' INK subscriber is presumably an advertising man of some experience.

If we should say street car advertising is the one, the only, the greatest of all advertising mediums, we would simply advance a glittering generality that might pass with the nouveau.

We make no such broad claims. We have no desire to. If we had the desire we would see the folly of placing such talk before an audience of advertising people.

Many commodities are absolutely *not* logical street car commodities.

On the other hand, many commodities absolutely *are* logical street car commodities.

'Most anything in the food line will be readily conceded as a logical street car account. 'Most any light commodity of general consumption and frequent recurrent demand will be granted a logical street car commodity.

The evidence in favor of street car advertising for this class of accounts is so overwhelming as to practically eliminate discussion.

But there is a large class of commodities that are neither light, cheap, nor of frequent recurrent demand. Amongst them is a large percentage that are quite as logical for car advertising as the lighter household commodities.

The fitness of these latter accounts for street car exploitation is not so readily granted.

We secure such accounts with difficulty.

We find a more or less widespread impression that some commodities have a certain inherent dignity that unfits them for proper exploitation in the cars. We find, too, an impression that certain substantial commodities won't stand the advertising appropriate-

tion that is necessary to cover any continuous form of localized advertising.

In talking to this PRINTERS' INK audience we wish to open up this phase of car advertising:

There is evidence of the value of car advertising on many heavy and fairly expensive commodities that should interest any advertising man with an investigating turn of mind.

Clothing, hosiery, shoes, underwear, hats, collars, shirts, corsets, firearms, paints, heating systems, automobiles, and many other substantial commodities that are a long way from the catchpenny class, have been, and are being, exploited with success in street car space.

The copy is of very different stamp from the copy used on lighter commodities. It *must* be.

We have engaged this space in PRINTERS' INK for a continuous period. We propose to throw this page open to discussion on street car questions. If any advertising man has in mind a question on the value of car advertising for certain commodities or under certain circumstances, we would appreciate it if he would send us that question, making it as brief as possible.

We will then make that question the basis for a discussion on this page. We shall aim to make these discussions frank, sound, and open.

We have no desire to make claims for car advertising that car advertising will not stand up under. Our interest in street car space is too big to permit such a short-sighted policy.

We are the exclusive National Selling Agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands.

We invite for discussion on this any criticism of car advertising, or any question relative to the value of car advertising under particular circumstances.

Street Railway Advertising Company

Western Office
First National Bank Bldg.
Chicago

Home Office
Flatiron Bldg.
New York

Pacific Coast Office
Humboldt Bank Bldg.
San Francisco

niture retailers are opening up stores and advertising the selling of Grand Rapids furniture exclusively.

SELLING ROPE TO THE PUBLIC.

There is probably nothing quite so far away from the minds of most rope manufacturers as an advertising campaign to consumers. And yet rope is one of the things which are eventually going to be advertised. I have selected it largely because it is so far removed from what is usually considered advertisible, and desire to go on record with a prediction that rope will soon be advertised by some one.

Rope is very generally used—from farmers to mechanics, business firms, ships, all the way to *the housewife*. Every hardware store carries some sizes of rope—usually half a dozen sizes, in addition to clothes rope.

Everyone who has bought rope knows what it might be to *know a good rope*. The housewife buys many a lot of ten yards of it, and has the same experience. In fact, in no line of goods is the consumer's situation so exasperating as in the matter of rope. The consumer is helpless. He can only ask for *rope*—and take the word of the dealer.

The rope industry is at present in a very peculiar condition. Competition is murderously extant, and quality is being reduced nearly everywhere—by some because they must, by others because they want to. Leading manufacturers, facing this situation, are bringing out new brands of rope to meet the competition of inferior goods and protect their quality brands. Low prices are being held out to dealers, and far too many fall into the temptation.

In the face of market conditions like this, it would be as happy a change as sun after rainstorm if the manufacturers of rope of quality would advertise to consumers through the magazines.

Clothes rope for housewives would be most expedient as an entry wedge in stocking up hardware stores and other retail distributing branches, and the repu-

tation thus built up for rope for all purposes would count very strongly in influencing the orders not usually effected through retailers. The magazines with their powerful standardizing ability could make a trade-mark name connect itself with rope whenever and wherever rope was thought of. The big Standard Oil Company does not consider it beneath its dignity to advertise paraffin and Christmas tree candles to housewives, and no rope concern, however large, need despise the clothes lines trade, which runs into high total figures.

AMONG THE AD CLUBS.

At the April meeting of the Advertising Men's League, New York, Ingalls Kimball, of the Cheltenham Press; Wm. Bradley, art editor of *Collier's*, and Wm. H. Schaenck made addresses.

Mr. Bradley exhibited the work of Maxfield Parrish and talked informally on art. "I don't think art has a greater function in advertising than that of keeping it clean and simple. Don't be afraid of white space," he said. Mr. Kimball said there was no border equal to simple white.

The Ad Script Club of Indianapolis had its semi-monthly meeting in April, at which H. C. Atkins, president of the Atkins Saw Works, spoke on co-operation in selling, emphasizing the need for close relationship between selling and advertising departments. "The advertising man is the primary force in the marketing of goods. To succeed, one must study the goods thoroughly, represent their merit, and have a company which backs up its representations."

Mr. Atkins emphasized the value of what he called "dress in advertising," regarding labels and packages. Geo. B. Hill, sales manager of the American Hominy Company, told of selling campaigns that had succeeded.

Few advertising clubs have as merry a time as the Atlas Club, Chicago. On April 1st a very well attended dinner was enjoyed, after which came a most entertaining minstrel performance. "Looking Forward," a musical tragedy, was given, in which some well-known advertising men were taken off with great cleverness. Among the impersonations were "Colgate Williams, an advertiser of metal boxes"; "Heinz Van Camp, an advertiser of denatured beans," and "Daisy Remington, Violet Fix, Lily Smith and Rose Oliver, stenographic buds."

A number of bright musical numbers were on the program, and the entire evening was one long rollicking entertainment.



March:
ing of P
Manufac
vertises
courage
By

April:
of Cloth

May:
Adverti
Proper
ing."
By Ear

June:
ing an
that th
Give

July:
Helps
School
B

THE Fun of Living! Has not "fun" always meant to you a change of scene? First, it was a winding, murmuring brook that led a bold, bare-legged explorer great distances. Now, it is the impulse to cross a continent or to steer through the seven seas. Travel, it is, that makes boys of us. It gives fresh zest of anticipation.

Have you ever considered how magazine advertising has fostered the spirit of travel? Aside from the artistic descriptions of new lands, telling of the essentials—rates, routes and road-houses—has made possible what many would have thought impossible—for them. Suggestions for such expenditures will be the next paper in "*A Course in Scientific Shopping*," conducted by GOOD HOUSEKEEPING. It will turn the readers of GOOD HOUSEKEEPING immediately to the advertising section for the benefit of all advertisers there.

Mr. Frank Presbrey, a well-known traveler, as well as a man eminently qualified to write on this class of advertising, contributes to the Recreation Number of GOOD HOUSEKEEPING. His paper, "*The Fun of Living and the Suggestions that the Advertisements Give Us*," will appear in June GOOD HOUSEKEEPING.

The Phelps Publishing Company
New York ■ SPRINGFIELD, MASS. Chicago



March: "The Advertising of Foods—Why the Manufacturer Who Advertisises Should Be Encouraged."

By Walter R. Hine

April: "The Commerce of Clothes."

By B. W. Parker

May: "The Influence of Advertising as an Aid to Proper House Furnishing."

By Earnest Elmo Calkins

June: "The Fun of Living and the Suggestions that the Advertisements Give Us."

By Frank Presbrey

July: "How Advertising Helps to the Choice of a School."

By Howard Williams

Chicago Examiner

BREAKS ALL RECORDS

The following is the display advertising GAIN of the morning newspapers of *Chicago* for the first three months of 1909, as compared with 1908:

	COLUMNS
Examiner	- - - 1,194.16
Tribune	- - - 770.81
Record-Herald	- - - 504.80
Inter-Ocean	- - - 324.94

THE EXAMINER'S gain of 1,194.16 columns in 90 days is one most of the *EXAMINER'S* gain over last year's advertising department store advertising and advertising from other up-to-date merchants of Chicago.

THE EXAMINER'S gain of 1,194,16 columns in 90 days is one
Most of the *EXAMINER'S* gain over last year is made up of
department store advertising and advertising from other up-to-date
merchants of Chicago.

The Daily Examiner's city circulation, including carrier home delivery, is larger than that of the Tribune and Record-Herald **COMBINED**.

The Sunday Examiner, with 650,000 circulation, **SELLS** more papers than all the other Chicago Sunday papers **PRINT**.

Advertisements in the *EXAMINER* bring results.

The Chicago Tribune's figures for March show that the CHICAGO EXAMINER gained in display advertising for the month over twice as much as all the other Chicago newspapers, morning and evening, combined.

CIRCULATION COUNTS

Eastern Office: 239 Broadway, New York

THREE MONTHS' MAGAZINE ADVERTISING AND HA- WAIIAN PINEAPPLE.

HOW AN ADVERTISING CAMPAIGN
LIFTED THE GROWERS OUT OF A
PANICKY MARKET AND SOLD THEIR
INCREASED PRODUCT—DEALERS
STOCKED ON THE STRENGTH OF
THE MAGAZINE ADS—VALUE CRE-
ATED FOR TRADE-MARK NAME.

By Frank H. Holman.

The Hawaiian pineapple growers were as little known a few years ago as if they lived on the Fiji Islands. They marketed their goods with the same difficulties and the same liberal concessions and uncertainty as do many thousands of other growers of one thing and another at the present time.

Possibly if the panic had not occurred they would still be growing and canning pineapples in the same way. But necessity was again the mother of invention. The pineapple growers are almost ready to believe now that the situation which the panic forced upon them was a blessing in disguise.

The Hawaiian pineapple growers have a beautiful proposition. They grow smooth cayenne pineapples, which are acknowledged the best. Then with sugar made on the same island, and tin cans also manufactured there, they can these pineapples at the "psychological moment" when they are most luscious and ripe. As a consequence their product has the very first requisite of a successful advertising proposition—exceptional quality.

But up to the time of the panic nobody knew of these delectables except a portion of the Pacific Coast and a few scattered patrons throughout the country. The Hawaiian growers were themselves disorganized and sold their cans *without labels* to such jobbers as could be persuaded to take them. It naturally happened, of course, that the jobber puts *his own brands* very prominently on the cans, and it was only by his gratuitous kindness that the word "Hawaiian" got on, if at all. The public

knew it was getting good pineapple, but that it was *Hawaiian* pineapple only a few wise ones understood.

For general purposes of economy the Hawaiian pineapple growers a few years ago got together and organized. They planned to can their product more economically, and they also planned to increase their crops from 200,000 to 400,000 cases per year.

But when the panic came on they faced a peculiar and embarrassing situation. Here were 400,000 cases of pineapple waxing ripe in the fields, while even the ordinary dependable market of 200,000 cases was being seriously threatened! The panic froze the market into icy rigidity be-

No, You Have Never Tasted Pineapple

If you have ever eaten the fresh ripe fruit from a Hawaiian pineapple plant and shared and eaten it on the spot you can give an opinion for the question: but if you haven't eaten them, this, we believe, is the first time you have never tasted pineapple is true.

Most people say the flavor of pineapple is delicious. But

the fruit is so tough and so stringy it takes the tongue and actually makes the mouth sore.

You all this prove that they have never tasted pineapple.



Hawaiian Pineapple is so different

The best quality of pineapple the earth ever produced is found on a sandy soil which brings it to perfection, packed when perfect and so fresh in perfect condition it is fully ripened, sweet, crisp and covered in the pineapple skin, the soft center and eaten before a taste of the pineapple is made.

Just open a can of it and see, you will catch the fragrance and taste of it; only one thing and you will say, "I have never tasted pineapple before."

The flesh is tender without a trace of acidity; the flavor rich, yet delicate, and without a suggestion of the disagreeable "core" which makes all the fresh pineapple that comes to our market so disappointing and the ordinary canned pineapple so thoroughly unsatisfactory.

You can see that Hawaiian Pineapple is better and more delicious than any other.

delicious than any fresh pineapple that comes to your table, because the fresh pineapple—selection of the best category—packed green, to open as it may, while the Hawaiian is fully ripened and cannot be made that all its become flavor is ready to taste.

Hawaiian Pineapple contains nothing but fresh fruit and pure granulated sugar. It is not only in quantity, but in quality, the best in the world.

You can see Hawaiian Pineapple in three forms: sliced, crushed or ground. It is usually served up as a candy from the top, the center or quality of the fruit is delicious for children, boys, young people, and many other persons.

Send for samples, Hawaiian Pineapple, 1000 Broadway, New York.

HAWAIIAN PINEAPPLE GROWERS ASSOCIATION, Volume Building, New York

ONE OF THE PAGE ADS.

fore their eyes. Obviously the situation demanded quick and decisive methods. An outlet must be found for the extra output, or the growers would be seriously embarrassed.

Many meetings were held, and many plans listened to. Then an advertising campaign was decided upon, and a co-operative advertising appropriation made. The public was eating the so-called *fresh* pineapple coming from



Good advertising in a good publication will educate the consumer, the jobber and the retailer about your goods.

It will put extra enthusiasm into your salesmen.

It will set a standard of merit for your goods, a mark for your forces of production.

* * *

McClure's magazine has had a mark at which to aim for 16 years.

How true that aim has been is a matter of general knowledge.

The reward has been generous in circulation, in advertising patronage and in the reputation for a distinctive literary quality and high moral tone which places McClure's—"The Marketplace of the World"—in a class by itself.

Josiah Jackson Hazen

Advertising Manager.

Ernest F. Clymer,
Tribune Bldg., Chicago
Egerton Chichester,
Penn Mutual Bldg., Boston

44 East 23d St.,
New York City

Cuba, South America, etc. (picked green and often of inferior grade), and canned goods from the Bahamas and Singapore, somewhat inferior, while the Hawaiian growers had the choicest pineapple to offer, packed *ripe*, and canned with the purest sugar. The real flavor of the pineapple was hardly known except to those more wealthy who could pay high prices for choice pineapple. Why not tell the public of the exquisitely flavored pineapple possible to buy in cans at the panic price or less than the inferior "fresh" fruit?

The growers have a natural community of interest, for the name Hawaiian is a natural monopoly, an enforced, exclusive trade-mark. They need only advertise "Hawaiian" as an index to good pineapple, and they build up their prestige mutually.

For three months this magazine campaign has been running, and with the result that jobbers are cabling and worrying about shipments, and there remains no shadow of doubt as to what is to be done with the 400,000 cases. The result of the advertising has astonished even the most optimistic of the growers. A six months' campaign was planned, and though it is but half completed, the results are as pronounced as the optimistic ones expected of the whole six months' campaign. Not a case could be procured from any New York City brokers recently.

The advertising campaign began in January, with full and half pages in such periodicals as the *Ladies' Home Journal*, *Saturday Evening Post*, *Woman's Home Companion*, *Youth's Companion*, *Delineator*, *Everybody's*, *Munsey's*, *McClure's*, *Outlook*, *Sunset*, *Overland Monthly*, *Pacific Monthly*, *Good Housekeeping*, *Harper's Bazar*, *World's Work*, *McCall's*, *Table Talk*, *Boston Cooking School Magazine*, *Ladies' World*.

A booklet was issued, well illustrated with suggestive pictures of pineapple and giving recipes for using it in the three forms sold—sliced, grated and crushed—and 800,000 of them were distributed at

the request of either jobbers, retailers or consumers, within a very short time. A new edition of 200,000 more is being gotten out.

A large sheet showing the ads running in the magazines, and arguing for stocking in the line, was sent to 150,000 dealers, and the response was promptly felt.

Previous to the advertising campaign a dozen jobbers in the United States were selling from 3,000 to 20,000 cases a year—with no advertising to help them. This showed that there was a healthy

Sliced
Hawaiian
Pineapple

Is the most delicious ready-to-eat fruit in the world. It is better by far than the can "apple" for health, as no such fruit, perfectly ripened and in the green in Hawaii, ever reaches our market. Hawaiian Pineapple has its own flavor. It is sweet and a good for a drink. Try a can and you'll see.

Crushed
Hawaiian
Pineapple

Is the most convenient and valuable form of pineapple for coffee, pies, tarts, puddings, fruit punches and other dishes and beverages.

Grated
Hawaiian
Pineapple

Is the best form to use for dressings, soups, cream, layer cake and similar purposes.

Sold in three forms, Sliced, Crushed and Grated, by growers throughout the country. If you prefer the real Hawaiian Pineapple, ask your dealer to get it for you. Be sure that the words Hawaiian Pineapple appear somewhere on the package.

FOR SUGGESTED RECIPES, send your name to the nearest Hawaiian Pineapple Growers' Association, 1234 Tribune Building, New York.



It's so different
No more like ordinary Pineapple than a
Baldwin apple is like a raw turnip.

Hawaiian Pineapple

Better than any fresh pineapple
Better than the grower's can put up
Better than ordinary canned pineapple
because

It is the best variety in the world, picked ripe and canned in natural cans, with the addition of pure guarantied sugar only. The human hand touches the fruit in picking or packing. Try a can and you'll see.

Hawaiian Pineapple Growers' Association
1234 Tribune Building, New York

natural demand which could be readily stimulated. American people are eating more and more pineapple each year and have a pronounced liking for it.

The Hawaiian Pineapple Growers' Association does not advertise any one brand—there are still some of its products being sold by jobbers with their own brands on them. But they are all labelled "Hawaiian," however insignificantly, and the idea is to develop demand for Hawaiian pineapple, as distinct from any other.

The Association is made up of eight growers and packers, and the advertising campaign in the magazines has demonstrated so

much that it is very likely to be kept up permanently.

The success of this campaign is most convincing proof of the efficacy of the magazines in creating demand and marketing goods very expeditiously. Previous to the campaign the national distribution was very uneven and reluctant. But three months of advertising effort was necessary to stimulate the trade to real activity. Jos. Richards and staff prepared the campaign.

HOW SAPOLIO ADS LOOK TO A FRENCHMAN.

NEW YORK, March 22, 1909.

Editor of PRINTERS' INK:

Since my arrive in this your beautiful country I ride in your subway carriages and the cars électrique where I see a placard *avisement* for a Sapolio, which read, "Good service it is enchantment. For good service use this Sapolio."

The illustration of this placard it look so appetizing that several time I have request the *garçon* of the restaurant to furnish me with this Sapolio—but he know it not.

Please, *messieurs*, you are the great *avisement* instructors, knowing the intricacies of the great American business, please inform me is this Sapolio a soup, a conserve or a breakfast food?

I sign myself, gratefully,

Your servant,

M. CAROLUS H. LAVEET.

P. S.—Latair, I have see another placard of this Sapolio with words I comprehend not. It show an illustration of the rat eating this Sapolio. It must then be what you call the cheese.

TWO ADVERTISERS WITH THE SAME TRADE-MARK.

CRESCENT MANUFACTURING COMPANY,
SEATTLE, WASH., March 30, 1909.

Editor of PRINTERS' INK:

In your issue of January 20th, under the caption, "Foolish Name Factory," you mention "Mapleine" (whiskey). We are herewith enclosing some advertising matter on Mapleine, a maple flavor extract, the only Mapleine patented and copyrighted. Does your critic refer to this? If he does, he must admit that his criticism is uncalled for, as the word "Mapleine" is certainly the most expressive that we could possibly create. If it refers to, as you say, some brand of whiskey, we would feel much obliged if you would send us information in regard to who is using this name, for it is important that we protect our rights and prevent its use.

THE CRESCENT MFG. CO.,
Advertising Dept.

Note.—Mapleine is used as a trademark name also by the Buffalo Distilling Company, Buffalo, N. Y., and it was this name which was criticised in the issue of January 20th.—EDITOR.)

THE STANDARD PAPER FOR BUSINESS STATIONERY—"LOOK FOR THE WATER-MARK."

We say that "clothes don't make the man," but, except his hands and face, they're all we see of him during business hours; and they reveal a good many things in his habits and character.

OLD HAMPSHIRE BOND

doesn't make a letter; but it is the special thing we see, and it helps us to read a good many things between the lines.

That it pays always to use OLD HAMPSHIRE BOND for commercial stationery is the testimony of prudent business men. Prove this for yourself—let us give you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND.

Hampshire Paper Co.

Only paper makers in the world making bond paper exclusively

SOUTH HADLEY FALLS
MASSACHUSETTS



"MADE A LITTLE BETTER THAN SEEMS NECESSARY"—"LOOK FOR THE WATER-MARK."

BOND ADVERTISING IN THE MAGAZINES.

AN IMPORTANT AND GROWING FIELD OF BANK ADVERTISING—OPPORTUNITY FOR TRUST COMPANIES.

By David G. Evans.

Advertising Department, *Success Magazine*

I was recently asked if a national advertising campaign for trust companies could be made profitable. My answer was that I did not believe it could be, unless a trust company would acquire facilities other than those now generally necessary to perform the usual trust company functions. If a good trust company would add to its business an efficient and up-to-date bond department, it would seem to me that they would have a much better chance of success at a lower rate of advertising cost than any other financial institution. This, however, would depend a great deal upon its organization.

My grounds for such an opinion are based upon the fact that a trust company is subject to state supervision. This information is pretty generally known as it is not necessary for a trust company to have to deliberately set out to establish confidence, as is the case with private investment banking houses.

I would say that the largest percentage of advertising cost to the average investment banking house is spent in establishing confidence. To the general public one name is as good as another. A fakir parading over the name of "investment banker" carries just as much weight as the legitimate banker. Some few of the trust companies have been "live" enough to at least see enough in this theory to try it out.

The movement to educate the public to consider only high grade securities means much to our whole country's financial, commercial and social progress, so much that an article of this length would not permit of it being expressed. It has been mentioned here only because of its importance to the subject and the part

it has had in promoting high class financial advertising. Little or no progress could have been made in either direction without just the kind of co-operation that has been given on the part of the magazine publishers to the bankers, and the advertising success of a house that does not understand at least the underlying principles of this movement must be doubted.

At any rate, let it be here suggested that a study of this whole movement be the first lesson for the banker in advertising. Lack of an understanding of this movement, lack of ability to sell through the mails, and a general desire to treat the subject as unimportant, has been the cause of the rather large "death rate" of financial advertisers in the past.

It is, however, extremely encouraging and interesting to note that there are eight or ten of the high class investment banking houses who are really conducting their advertising along profitable lines, and it now looks as if bond selling through the medium of advertising is going to develop to a point where financial advertising will be one of the largest classifications in the field of national advertising. At least, it would seem that a great truth has been demonstrated in the past two and a half years. That truth is that the human mind is just as susceptible to influences bearing upon the purchase of high class securities as it is upon household necessities, and that the field is already sufficiently large to be inviting to a very large number of financial institutions, whose principal business it is to sell bonds.

Failures, unfortunately, are usually accredited to advertising, rather than where they belong. If it were really advertising the disease could be easily cured, but traced as they are to the advertiser himself, the causes are many and are complicated. My experience would lead me to believe that the cause of the average failure lies in the fact that it is really human for humans to be impatient, and again, it is just like man to live in his own little world, and not in the whole. The

THE BOSTON TRAVELER

Established 1825

Points to Remember:—

Circulation

1. Circulation to be of value must be of known quantity. The Boston Traveler had a *sworn* daily average in March, 1909, of 88,909.

2. Also it is necessary to know where circulation goes. The Boston Traveler has 90% of its sworn circulation in Metropolitan Boston. This is the largest sworn circulation in Metropolitan Boston of any Boston evening paper. Detail figures on application.

Position

What position a paper holds is important. The Boston Traveler is beyond dispute the leading independent evening paper of Boston. The figures show that it is making more consistent progress in combined circulation and advertising gains (largest in 1908) than any other paper in its field.

Any economical, result-bringing advertising campaign in Boston must include The Traveler.

SMITH & BUDD CO.

Special Representatives

CHICAGO

NEW YORK

ST. LOUIS

financial man talks the language of his world and it goes, and is comprehensible there. This is far from being true when it is talked to the whole. Both seem to be vitally important to each other and they must, therefore, come to an understanding; at least, that is the new edict.

The financial man being in the smaller world, must follow along the line of least resistance, and make himself understood to the larger. Surely, this must be done by those who hope to make advertising an important feature of their selling organization.

One will find the non-advertising bond houses taking care of their prospects about in this way: Should an interested man call, he would be given at least an hour of an able man's time, in order to make a sale. Should it have been more convenient for this man to write for information concerning a particular issue of bonds, he would, in all probability, receive a mimeographed letter that did not answer his questions, and, worst of all, was not understandable to him. Houses are advertising to-day with absolutely no thought or effort being made in this most important part of their advertising plans. Their whole effort is being spent in constructing copy and selecting mediums that are sure not to lower the dignity of their house (a dignity, by the way, that nobody outside of their rather small world knows about). This means advertising failure, and of course there is little wonder at it.

These failures, fortunately, have not been of a sufficient number to discourage in any way those who are deeply interested in bringing about large results, and it is to be expected that that branch of the banking world known as "investment banking" will very soon develop their methods of selling bonds to the highest point of efficiency. This means that advertising of a national character is to take the most important part in these methods.

Those houses that have developed their selling organizations to a point where advertising seems

to be essential, will be found to have organized about every department of their business so that they will fit into the demands of advertising in a more or less important way. This would seem on the face of it to be the secret of their success. It will also be found that one man has full and complete charge of the advertising end of the business, with authority to act, etc. This man will be found to be thoroughly conversant with the policy of the house, and with authority to cause its strict enforcement. He is familiar with the good and bad points of all securities offered to the public, and is therefore in a position to determine their strongest selling points. He is usually human and sympathetic in nature. He puts the personal service idea into all of his efforts and answers all inquiries with a personal note or touch in them. He usually has control of the bond selling force, which he organizes and watches as closely as he does his possible customers.

I have not yet found a success where the head of the house was in charge of his advertising, nor do I believe such a condition can bring about success. He has been trained to believe that about everything else is of more importance.

HUMPHREY AGENCY ASSIGNS.

The Humphrey Advertising Agency of Chicago has made an assignment to the Chicago Title & Trust Co., with liabilities between \$70,000 and \$80,000, and assets between \$5,000 and \$10,000. The liabilities, it is said, are mainly for money advanced by Daniel McCool, which it is believed he will pay. The chief business of the company has been the operation of slot machines on Western railways, and its entry in the general advertising agency business was not said to have been satisfactory.

Stephen W. Bolles was made vice-president last summer, but he resigned in February to join the Charles H. Fuller Agency.

The *National Stockman & Farmer* has just purchased the *Farmers' Review* of Chicago. For thirty-three years the *Review* has had a long, clean record, and the *National Stockman & Farmer* now aims to make it the greatest farm paper in the Central West.

The Youth's Companion

Two Special May Numbers Are Announced

MAY 6—SPRING NUMBER
MAY 27—MEMORIAL DAY NUMBER

Several full pages and other large advertisements are already ordered for these two issues.

A new advertiser writes:

"Judging from our returns, I am pleased to state that the entire family seems to read the paper."

An experienced advertiser writes:

"Our single column advertisement produced the lowest cost inquiries from the twenty-one mediums used. The quality of these inquiries was higher than the average and entirely satisfactory."

Quality and Circulation DOES Count

N. Y. OFFICE
910 Flatiron Bldg.

PERRY MASON CO.

CHICAGO OFFICE
1323 Marquette Bldg.

Publishers
Boston, Mass.

The Youth's Companion

BUILDING A MAGAZINE BY EDITING.

THE MODERN METHOD OF SECURING THE ARTICLES WHICH BUILD REPUTATIONS—PLANNING THREE YEARS AHEAD—GETTING THE RIGHT KIND OF STORIES.

By S. S. McClure,

Editor and Publisher of *McClure's Magazine*.

There are two or three methods of procedure for securing magazine articles. One is to write up the article after two or three days' inspection of the subject, as, for instance, the Panama Canal. If articles of this kind are used for magazines they lack body and perspective.

Another way is to go to the man who knows the most about a certain subject and have him write it. The difficulty with this method is that the man is not usually a good writer.

The method devised for *McClure's Magazine* is to either use trained writers to cover the subject or to secure the man who knows the most about it and is also a master writer. The articles by Carl Schurz are a sample of this latter method.

The value of truth is illustrated by the Reuter dahl articles. The statements of this man regarding conditions in the navy had to be proved before they could be published. I went to London myself to see some of the highest officials in the English admiralty who gave me confidential information corroborating the statements in the article. An immense amount of documentary evidence was gone over and when we knew that our article was accurate we published it.

The editor always deals with unknown material, for example the life insurance investigations. We had to get the right man to cover the subject. In this case we got the man who knew most about it to tell the story and then after bringing out the most important principles of life insurance we got Hyde's story of building up the organization of the great companies.

Miss Tarbell's Standard Oil articles took about five years of work—three years of collecting information and two of getting proofs for the statements made.

An editor must know what will be the most important public question three years from now before he can make his assignments. These assignments must be made to the right people, as nearly all writers have fields out of which they are no good.

The editor cannot seek his idea—it must come to him. The ethical element must work unconsciously; if he becomes insincere his work becomes inferior.

Journalism is a young art and has produced only one great editor—John Delane of the London *Times*. This paper was his opinion of the events as much as the news itself.

The real editor edits entirely for himself and not for the public. He writes on what interests him. An artist cannot create things to suit other people. The editor of *McClure's* puts into the magazine just what he wants. If he is influenced by advertisers, public opinion, or anything else, he is a failure. The editor must also do justice to men who are wrong and credit their better motive.

Editing and writing are arts which cannot be acquired. They must in large part be born in the man. However, these arts can be developed and this has been largely my task. I have been teaching people for the last twenty-five years to write so that two or three million people would read their articles.

The two chief points that must be observed in writing are accuracy and understandability. Accuracy is largely a gift but can be improved by research work and other methods of training. It is simple to convince those who agree with you; the difficult task is to convince those who disagree. Therefore by avoiding generalization and understanding your proofs, rather than overstating them, you must convince your reader that what you say is true and important.

Whatever a writer writes should

always serve the public good. To be a writer of the first rank one must know the great masterpieces of literature. The Greek literature, particularly its tragedies, should be familiar to the writer.

As for understandability, I am a working editor, who has gone over much of the raw material for *McClure's Magazine*, besides reading the first and second drafts and the finished product. These articles—biographies, essays and the like—must be written so as to present the facts honestly and in such a manner that the reader can follow them.

The articles in *McClure's* require work by writers who have been trained for years along these lines. A six or seven page article in the magazine requires from one to six months of preparation—usually about three months. My work is so nearly unique that I know of only about seven or eight to whom I would be willing to turn over my position.

BILLBOARDS FOR BANK ADVERTISING.

MERCANTILE TRUST COMPANY.

St. Louis, March 17, 1909.

Editor of PRINTERS' INK:

I enclose you picture of our last board. The color scheme is as follows: Lettuce-green border, white background.



company name in brilliant red, balance of copy black, with some red.

We believe that this advertising has been very fruitful of results. We are now entering the last half of our two years' contract for billboard space. The board shown is a fifty-foot one.

MERCANTILE TRUST COMPANY,

By JOHN RING, Jr.,
Adv. & Pur. Agent.

Walter Weeden, of Wood, Putnam & Wood, is placing orders in magazines on an exchange basis for Hotel Sippiswissett, of Falmouth, Mass.

Hold A Quarter close to your right eye, close your left, and you can't see a dollar at arm's length.

That's the way some men plan their mail campaigns.

They scale their printer down to a price which does not permit of high-class work, buy the cheapest stationery they can get, use an "imitation" type-written letter, or have the office boy grind them off at a saving of from 25c. to 50c. per thousand, and then damn the whole category of mail-order methods, if their letters don't bring a satisfactory volume of business.

We plan and execute mail selling campaigns which bring results. Our lists are accurate and up-to-date. Letters reproduced on our Typewriter Press have all the selling power of a personal communication. Our stationery, booklets, folders, etc., are in keeping with your proposition.

Have you something to sell?

Our experience—the result of ten years of study of the science of selling by written words—is at your command.

We make no charge for suggestions.

F. SEYMOUR DUDLEY, *President*
American Letter Co.
64 Fulton Street, New York



Let's See What The Advertisers Cyclopedia Says

YOU can find what Marshall Field, Wanamaker and many of the other progressive retail merchants have said on practically every subject of merchandising, by turning to the appropriate page of The Advertisers Cyclopedia of Selling Phrases, the recognized standard authority on all forms of advertising and publicity. Just what to say—to draw trade—is the whole secret of the art of advertising; what others have said, that has proven successful; that has attracted trade, is what every merchant, and every advertiser wants to know. The Advertisers Cyclopedia of Selling Phrases tells you; it gives you the exact and identical selling-arguments, advertising phrases, etc., used by the highest priced advertising writers and experts of the country. It is the very first publication of its kind and certainly fills a long-felt want.

MANLY M. GILLAM, whose name is a household-word among advertisers; who for over eight years prepared the Wanamaker announcements; who developed the style that has stamped the department store advertising of the entire country and who is universally recognized as an eminent authority on retail advertising, says:—"Such a compilation as yours will be welcomed by practically everyone in the business of preparing advertisements. Your grouping of expressions and extracts touching all phrases of mercantile activity will put within the reach of everyone crystals of some of the brightest publicity work that has ever been done." The Advertisers Cyclopedia con-

tains ten years of the best work of experienced ad-writers of such firms as Wanamaker, Siegel-Cooper, Marshall Field, and all other leading retail merchants of the country. It is, indeed a monumental addition to the advertising literature of the age. The classification under nearly 300 headings, with group and alphabetical indexes constitutes it a ready reference book of the greatest value to all who write ads.

"FLOOR COVERINGS"

Two-Faced Smyrna Rugs.—"Two-faced," in this case, doesn't imply deceit. It means that when one side is wrinkled with age the other comes up fresh and smiling. That's why lots of people like them, in addition to their other good qualities. The colorings are soft, rich and beautiful.—Wanamaker's.

Pages 416 to 428—12 pages—contain more than 150 suggestions such as this, covering practically everything that can be said, to create sales of rugs; every possible argument is contained therein that will attract dollars into the coffers of the dealers. Equally well treated are the other lines of floor covering, such as carpets, linoleums, matting, etc., on pages 396 to 415, containing 31 pages on "Floor Covering" alone.

"JEWELRY"

The jewelry business is represented by selling arguments on clocks, diamonds, pearls, watches, optical goods, etc.; silverware is one of the classifications thereunder. A few pages of the classification were recently shown to Mr. Wm. G. Snow, advertising manager of the International Silver Co., and elicited the following letter:

"Referring to the Advertisers Cyclopedia you are compiling, will say the information given and proofs you have shown would indicate that the book you are to issue is going to be something very valuable. Even in our business, I believe the information will be worth the cost.

"That being the case, I wish you would put me down for a copy and deliver it as soon as issued. I understand the price of this book will be \$15.00; it ought to certainly be worth the cost."

"CLOTHING"

Boys' and youths' attire. In vastness of assortments, range of material and styles, our offering of clothing for boys and youths is unequalled. The superiority of cut, make and wearing qualities are recognized by all who have purchased our goods. We provide clothes for young people suited to their ages—not men's clothes made small. Best & Co., New York City.

Here is a sample ad, concerning boys' clothing. Similar thereto are 14 pages in the Cyclopedia, namely, from 194 to 208 incl. The general subject of "Clothing" covers a total of 91 pages from 170 to 261 incl. These pages abound with the most brilliant and most logical selling points, to cover such groups as "Men's Evening Wear," "Men's Overcoats," "Men's Suits," "Men's Trousers," and every other practical branch of the subject, all of which are classified under their appropriate headings.

This great 1500 page book—nearly as large as Webster's Dictionary—is all that its name implies—a veritable Cyclopedia of Advertising; a classified collection of the best thought, and work, and experience of the most successful advertisers. It is carefully, conveniently and logically indexed, both alphabetically and as to subjects, and groups, so as to easily find anything wanted. Bound in handsome and durable red leather, with gold lettering. The Cyclopedia will be sent "on approval" to responsible rated parties. An imposing list of the best known advertisers of the country have remitted for a copy of the book, before it left the press. To all those who remit with order, the name of the purchaser will be stamped in gold on the front cover. Price \$15.00 per copy—net cash. Money promptly refunded if not satisfied. Further particulars and sample pages furnished on request.

Advertisers Cyclopedia Company

Brunswick Building

No. 225 Fifth Avenue

NEW YORK CITY

SAVINGS BANK ADVERTISING THAT PAYS.

PRACTICAL ADVICE FOR METHODS OF INCREASING BANK BUSINESS BY MEANS OF ADVERTISING—TYPOGRAPHY, CHANGES IN COPY, ETC.

By John Ring, Jr.

Advertising Manager Mercantile Trust Company, St. Louis.

Bank advertising is much the same in principle as other advertising.

The difference lies more in the presentation of the matter advertised than in the means and method used to advertise it. Newspapers, billboards, street cars, magazines, personal letters to selected lists, enclosures, folders, cards, calendars and numerous other features of novelty advertising, are now used by banks; as is also the personal solicitor, who does a like work to that of the salesman for the business houses. The difference, therefore, between bank advertising and other advertising lies mainly in the use made of these avenues of publicity.

The chief elements that enter into bank advertising may be summarized under the following general heads:

1. Mediums; 2. Copy; 3. Position; 4. Displaying copy, the type, set-up and size of ad; 5. When to advertise; 6. Changes in copy.

By mediums is meant the means used to reach the largest number of desirable and possible patrons. For this purpose there is no better medium than that of the daily newspapers. It has the power to reach all classes, creeds, and nationalities. The man who does not read at least one paper each day is indeed a rarity. One of the greatest advantages in newspaper advertising is the fact that changes in copy can be more quickly made than in other methods of publicity.

An advertisement can be changed, if needs be, twice a day, in the morning and evening papers. The vast number of people of all classes and in all parts of the city and its suburbs, who can be reached in a few hours, is an added argument in favor of the

daily paper as an advertising medium.

While I have placed copy for secondary consideration, it is actually of first importance. Without strong, forcible copy the space bought in a newspaper, or any other medium, is valueless. It is like so much vacant land—unless suitably improved the returns on the investment will be nothing. In place of being productive, it becomes simply an expense.

There is in all financial institutions much in general and some things in each particular company that offer strong talking points for inducing patronage.

The great bulk of financial advertising in the effort to be dignified and avoid being sensational, goes to the other extreme and is dull and lifeless. Some of it is simply the letter-head appearing as an advertisement. This principle is far removed from the theory that advertising is but salesmanship—and indeed it is nothing less. A bank or trust company sells service, a business house sells merchandise. A salesman who, after presenting himself to a prospective buyer would try to induce sales by the mere statement of the name, address, capital and officers of his company would be a poor specimen of his calling; yet this is the concrete essence of the salesmanship represented by the letter-head advertisement. It is a matter of but a few years when this style of advertising will be a thing of the past.

Considering the comparative newness of financial advertising, there are great opportunities for acquainting the public with the numerous features, facilities and methods connected with banking. In other words, the educational style of advertising offers an unlimited field. How many people can answer three out of ten questions relative to the workings of a large financial institution? But few can. Does not, therefore, this fact open up vast possibilities for advertising?

Many institutions, and especially the "Add hot water and serve" purveyors of bank advertising, go

on the theory that the "rainy day" maxim offers the only argument for savings advertising. This is a false and narrow idea.

As an example of a different style of advertising for a savings department let us choose a complete series—showing how the signature card is filled out, also the deposit ticket, a reproduction of the pass-book, showing entries and interest thereon. You will give information in this way to many who have forgotten or never knew how to make out, for instance, a deposit ticket. It will also remind, in an effective manner, the man who has not recently made a deposit.

The illustrated advertisement with some well executed drawing in keeping with the subject has many advantages. Let the drawings, however, be good. A poor illustration makes a bad impression, and is a reflection on the company putting forth such matter. The argumentative style of savings ad is needed by many readers. They have to be talked to in a concise way—a really selfish presentation of the benefits that will accrue to them. Talk as you would if you had each individual man in front of you—talk in a convincing, straight-from-the-shoulder manner.

In this kind of an advertisement the first person should be used. Let it be "you" and "your" that is addressed. The man or

ings account, is a boiled down sermon on what persistence in saving will do. This is most forcibly expressed by the graphic ad—showing at a glance, in diagram, what three, five, or ten years' efforts will accomplish.

THE DEPOSIT TICKET is the Company's entry about for the purpose of crediting your account.

For purposes of verification it is advisable to enclose your deposits on the ticket according to the different denominations, such as silver, currency, checks, etc.

Deposits need not be made by the owner personally. Anyone can make a deposit for you, but money will be paid out only to the depositor personally, or to some other person holding the depositor's written order.

\$1.00 will open a Savings Account. Why should you delay opening your account?

Mercantile Trust Company,
Eighty and Locust Sts.
FRITCH A. WADE, President. JAS. W. BELL, Mgr. Savings Dept.

There are many people whose sole opportunity to read is on the street car going to and from business. These people will grasp, at a glance, the story told by the graphic ad.

It tells the story tersely, its substance can be grasped on the gallop, as it were, and the meaning is often more forcibly expressed than if put into words.

The working man is not alone to be appealed to for a savings account. The bulk of people on good salaries do not possess a savings pass-book and in most cases, owing to their mode of living, they need it most.

For this reason the man commanding from \$2,000 to \$4,000 a year should most certainly be urged to realize the needs and advantages of a savings account. The proportion of savings should be greatest among men of a good income, but the reverse is frequently the case.

Savings advertising, therefore,

Men Earning \$1000 a Year
and saving only \$10 a month, they can in 12 months have \$1200.
If they save \$20 a month, they can in 12 months have \$2400.
If they save \$30 a month, they can in 12 months have \$3600.
If they save \$40 a month, they can in 12 months have \$4800.
If they save \$50 a month, they can in 12 months have \$6000.
If they save \$60 a month, they can in 12 months have \$7200.
If they save \$70 a month, they can in 12 months have \$8400.
If they save \$80 a month, they can in 12 months have \$9600.
If they save \$90 a month, they can in 12 months have \$10800.
If they save \$100 a month, they can in 12 months have \$12000.

MERCANTILE TRUST COMPANY
EIGHTY AND LOCUST STS.
FRITCH A. WADE, President. JAS. W. BELL, Mgr. Savings Dept.

woman who is half converted that he or she should have a savings account is oftentimes converted by this line of plain speech.

The accumulative style of ad, that showing in a graphic manner the yearly growth of a sav-

should aim to interest men and women in all walks of life and commanding either large or small incomes. Few people are so happily situated as not to need a savings account.

Some trust companies and savings banks run their savings ads on the financial page of a paper. This is poor judgment as it is savers, not investors, that they are trying to reach. A saver may eventually become an investor, but the readers of market reports are not, as a class, prospective savings depositors.

The page opposite editorials, the amusement page, that with the society notes, women's pages, sporting news, in fact, all pages other than financial, are suitable pages on which to have your savings advertisement appear, and if your advertisement be at the top, the attention of many readers will necessarily follow. Advertisements placed at the centre or bot-

through habit. Impressions so made are many times given to people who would otherwise be difficult to reach. Referring again to this matter of habit, I will give a plain and single illustration of the idea. Take this sentence:

displayed in the six point type used in the reading matter by most newspapers.

Extend this into a sentence three columns across and it will at once become, you will say, difficult to read.

It is, remember, still six point type—the same as used in the single column—the difference lies only in the fact that the reader has grown accustomed to the narrow margin and the eye will skip when asked to get out of its routine or habit.

If the same space be filled with twelve point type—

as this will illustrate

it again becomes routine, this being a proportionate increase in size of type for the increased width of space.

The next question to consider is how best to display your matter. Good, forcible copy is often set up with no regard to commanding attention or impressing the mind of the reader with the essential features of the advertisement after his attention has been secured.

Many compositors frequently endeavor to use, in the one advertisement, specimens of every type they have on hand, making a result that rivals, typographically, an old-time crazy quilt.

Adopting a certain style type throughout all ads of a series and using only that type in the series makes a stronger impression.

It is advisable to use illustrated copy when individuality is aimed at, but care should be taken to avoid the cartoon or burlesque form of illustration.

Owing to the comparatively limited number of type faces in the newspaper offices, it is better to have your matter set up at a high-grade printing plant and electrotypes made from type. This will insure uniformity and an individ-

*If you deposit \$2.25 a week in a
savings account with us, in 10 years
your account will stand this:-*
\$1000.00 amount deposited
200.00 interest earned
\$1200.00 to your credit
\$122 opens an account, start today.

We Pay 4 1/2% Interest Compounded Semi-Annually.

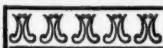
MERCANTILE TRUST COMPANY.
SEVENTH AND LOCUST STS.
PHILADELPHIA, PA.

tom of a page and separated from the reading matter by other ads cannot logically command the same attention and consequent number of readers as the preferred position ad.

I realize that others may not agree with me in my opinion on this point, but I advocate preferred position so strongly that I recommend paying a premium for it if necessary. Reading across the page, as we have just stated, is done by nine out of every ten people, hence with many it practically becomes a habit; and, in passing, I might remark that I believe this is a point wonderfully potent if but followed up, viz., appealing to the people unconsciously or, more properly speaking,

HARPER'S WEEKLY

Gives
Publicity
around the
World



THE Great American Weekly, reflects world thought, world life, world activities. It stands for all that is sanest and soundest in the life of the Republic. It appeals to the best citizenship, the highest patriotism. Through no other medium can advertisers so effectively reach this desirable class of people.

HARPER & BROTHERS

PUBLISHERS

FRANKLIN SQUARE, NEW YORK

uality not to be secured by other advertisers depending solely on the newspaper stock of type faces.

Simplicity in type faces is always preferable to the text or old English style of letters. This latter may sometimes be used in captions but is very illegible for the body of an advertisement.

As to space, use enough to properly display your matter. Use enough white space to set off your ad to advantage. A proper amount of white space is almost as essential for results as good copy itself.

I would rather use 100 lines in an issue than divide into two issues of 50 lines each. The larger space will command more attention. Ads of two and three columns width permit of more opportunity for display than single column ads.

It is an old and accepted principle that continuous effort is absolutely essential to create anything of lasting value. Banking publicity, like any other advertising, must be continuous—not simply now and again.

Among some of the largest financial institutions of the country it is the policy to advertise every day, except Sundays. With those whose appropriation will not permit of such expenditures, it is advisable to select certain days, say Monday, Wednesday and Friday, each week. With copy that is small, say 100 lines, it is well to stay out of the Sunday editions and days on which the large department stores are advertised. Unless excellent position is guaranteed, your ad is like a rowboat among battleships and has no chance to be seen.

You have often heard people complain of the monotony of a public speaker. The constant repetition of a phrase induces *ennui* in the hearers. The same speaker would, with change of subject matter and avoidance of repetition, leave an entirely different impression on his hearers. This principle holds good in advertising. The same advertisement appearing time after time with no change loses its effectiveness.

If the Savings Department is to be exploited make up a series of

say ten ads. Run each ad twice—that is, two days—then leave out the ad on the third day; such a series will cover a period of one month and at the same time give ten different arguments for opening savings accounts.

It is the policy of some of the large and successful trust companies to change their copy each day. With some of them no ad ever appears more than once, a new argument being put forth each day. This is an excellent and progressive policy but requires, of course, that some capable person devote time and thought to getting up the advertising. For this reason, an efficient man should be employed for the purpose, as the officers of large institutions rarely have the time or training to devote to such matters.

The cost of such a man should be figured in your appropriation, as no matter how much money is expended for space in newspapers or other mediums, it is valueless if not filled with proper printed matter. The way to get proper matter is to buy it in the person or service of a good advertising man. The best soil in the world won't produce without proper seed or root—nor will advertising with weak copy bring results.

A man or woman is often judged by their appearance. This is but natural where no personal acquaintance exists. Why, then, is it not logical to figure that a bank or trust company is judged by its public appearance—its printed word? Men who will taboo this idea are the first to believe what they read of another. Impressions made by an advertisement are of equal force to that made by a news item.

The same people are readers of both—they read under the same conditions.

In conclusion, give your advertising some of the same intelligent thought that is given other branches of the business. Let your advertising not be looked on simply as a necessary evil but rather as a dividend necessity. It will prove itself the latter if but given earnest, efficient and conscientious effort.

Success Magazine

is the

National Carrier

of more dependable financial advertising than
any other magazine in general circulation.

Monthly Edition of

OVER 300,000 copies

Your Savings

How can you save money? By investing in the right place. Success Magazine is the only magazine that gives you the inside story on the best places to invest your money. It's the only magazine that gives you the inside story on the best places to invest your money. It's the only magazine that gives you the inside story on the best places to invest your money.

First Range Railroad
First Range Railroad is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

SCHMIDT & GALLATIN
Schmidt & Gallatin is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

Safe Investments
Safe Investments is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

The Weekly Financial Review
The Weekly Financial Review is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

Franklin Society
Franklin Society is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

Municipal Bonds
Municipal Bonds are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

No Safe Security
No Safe Security is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

GUARANTEED BONDS
Guaranteed Bonds are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

FIRST MORTGAGE BONDS
First Mortgage Bonds are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

6% Gold Bonds
6% Gold Bonds are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

Do you know the difference between a bond and a stock?
Do you know the difference between a bond and a stock? It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

N. W. RALSTON & CO.
N. W. Ralston & Co. is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

The Safety Investment
The Safety Investment is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

RAILROAD BONDS
Railroad Bonds are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

THE GREAT COMPANIES
The Great Companies are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

STOCK INVESTMENT
Stock Investment is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

Uncle Sam is a trusty messenger
Uncle Sam is a trusty messenger. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

RAILROAD BONDS
Railroad Bonds are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

RAILROAD BONDS
Railroad Bonds are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

RAILROAD BONDS
Railroad Bonds are a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

STOCK INVESTMENT
Stock Investment is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

STOCK INVESTMENT
Stock Investment is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

STOCK INVESTMENT
Stock Investment is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

STOCK INVESTMENT
Stock Investment is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

STOCK INVESTMENT
Stock Investment is a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity. It's a leading investment opportunity.

"ART OF FINANCIERING,"

Showing how business men may raise capital for business projects without recourse to brokers or promoters.

Valuable Booklet Free.

BUSINESS AND FINANCE PUB. CO.,
119 Nassau St., New York.

Lincoln Freie Presse

Lincoln, Neb.

* Actual Average
Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office
1536 BROADWAY, NEW YORK CITY

Rich farmers sold coal lands—
moved to town—built nice homes
and are buying every day—necessities
and luxuries. Others stayed on
the farm—when they come to town
—the best is hardly good enough for
them. These make up a goodly part
of the circulation of the **Washington Record.**—Washington, Pa.

Won't Fray

SOILED fingers, rough usage or ordinary wear won't fray nor injure the celluloid tip—makes index guide cards outlast two of ordinary kind.

**CELLULOID TIP
GUIDE CARDS**

have a one-piece celluloid tip folding over top of card—where the wear comes. Will not crack, fray nor curl up. Tip doesn't show wear and prolongs life of card.

Ask your dealer for one piece
tip or write direct for samples.

STANDARD INDEX CARD CO.,
701-709 Arch Street, Philadelphia, Pa.

**DOESN'T BELIEVE IN DISPLAY
HEADS FOR BANK ADS.**

FIRST NATIONAL BANK.
MONTGOMERY, ALA., March 13, 1909.
Editor of PRINTERS' INK:

It has been my belief that many busy people will read the heading of an ad and then pass on to something else without reading the talk, and that if an ad were printed like my specimen, without a display heading, but commencing the talk in a larger size of the body-type, gradually decreasing the size of the face, the reader is carried on into



The feeling of confidence is not a matter of choice. No amount of will-power could give you confidence in one whom you know to be unworthy, nor lose your faith in one who has proven himself faithful. There is only one way to inspire confidence, and that is to be worthy of it.

During its history, this bank has been entrusted with funds belonging to multiplied thousands. It has been trusted because it was trustworthy. Its basis for seeking patronage today rests primarily upon its will and ability to protect every interest of its clients.

First National Bank

Capital \$1,000,000.00

SMALL ACCOUNTS COURTEOUSLY WELCOMED

the body of the ad almost unconsciously and the chances are in favor of his reading the whole argument.

I know that this scheme necessitates using the very best and strongest talk in the first line, but I believe that by doing so much better results can be gotten than by using a disconnected heading.

The ads of the Kansas City Y. M. C. A., appearing in **PRINTERS' INK** some weeks ago, first brought my attention to this

C. L. CHILTON, JR.,
Advertising Manager.

Captain Henry Drisler has assumed charge of the general advertising department of *Motor*. He is well known as having been advertising manager for *Harper's Magazine* at one time, and as having started the *Associated Sunday Magazine* advertising department, together with Mr. Wheeler, at present advertising manager. Captain Drisler was also advertising manager for *Hampton's Magazine* for a time, while it was *Broadway Magazine*. *Motor* carries more advertising than any other class publication.

DEFENDS LATIN FOR TRADE-MARKS.

NEW YORK, April 3, 1909.

Editor of PRINTERS' INK:

In your issue of March 31st you published some "more Dunlap criticism" by Irving Rourke. The undersigned agrees with Mr. Frederick, but does not wholly agree with Mr. Rourke. Isn't it possible that the phrase, *Bonitas et Ornatus* (quality and style) may have been used as a trade-mark and not as a catch phrase?

The writer believes that it has been adopted as a trade-mark. If so, that Latin phrase is commendable, being dignified, unusual and classical, and thus very fitting for dignified advertisers. Moreover, Latin is not a dying language. It's already dead, but still advertisers will find a whole lot of common sense couched in the lore of such "dead ones" as old Horace, Juvenal, Sallust, Cicero, Livy, Tacitus, Caesar, et al.

One of the most enterprising advertisers in New York has used the Latin phrase, "*Nemo me impune lacessit*," for several years. Again, were it not for the dear old Latin and Greek languages, we couldn't coin such successful names as Cuticura (from *cura* = cure; *cutis* = skin), Sozodont (*sozo* = preserve; *don* = tooth), Bromangelon (*broma* = food; *angelon* = angelic), Luxfer (from *lux* = light; *fer* = to bring), and so on. Aren't these more euphonious than "No Smellce," "It's a good," "Kill 'em Quick" and similar rot?

A catch phrase should, of course, be in English, in an English-speaking country, but it seems to the writer that Latin is a very serviceable language, when used with discretion.

Yours for the right thing at the right time in the right place.

ROBERT F. NATTAN,
Editor Retail Adv. Dept.,
The Jewelers' Circular-Weekly.

BUSINESS FOR SYNDICATE NEWS AND PRINTING CONCERNS.

BOARD OF TRADE,

PRINCE ALBERT, SASK., March 23, 1909.

Editor of PRINTERS' INK:

Would you kindly furnish me with a list of the firms supplying ready prints, special pages, inserts, etc., for newspapers: (1) Throughout United States; (2) Throughout Middle West; (3) Throughout Northwest. Your kind reply will be appreciated.

H. C. BEATTY
Secretary.

ADVERTISERS ABROAD.

A reader of PRINTERS' INK in Cairo, Egypt, writes that, among the visitors there during February, were Chas. H. Fuller, Cyrus Curtis and John Adams Thayer. He also writes that Mr. Thayer is returning to America via India, China and Japan. Earnest Elmo Calkins, of Calkins & Holden, is at present in Europe.

Wanted—A Young Man

We need an experienced young man, who can handle correspondence and follow-up systems,

- who can write strong, vigorous letters.
- who can grasp a proposition quickly,
- who can carry out ideas, as well as act on his own initiative,
- who has tact and executive ability,
- and who is an optimist, and enthusiast.

For the right man, this is a splendid opportunity, —not a mere job!

Are you the right man?

Address immediately,—

F. R. SWITZER COMPANY, Inc.

Successful Advertising,

115-117 Genesee Street

Utica, N. Y.

POWER OF MAGAZINES IN NATIONAL AFFAIRS.

SUCCESS MAGAZINE, AIDED BY COLLIER'S, GIVES "UNCLE JOE" A VERY CLOSE CALL IN BATTLE FOR SPEAKERSHIP—OTHER CAMPAIGNS PLANNED—TRIBUTE TO MAGAZINES BY A BIG NEWSPAPER.

In a general way people have realized the increasing power of the magazines in national public opinion, but few magazines have so convincingly demonstrated it as *Success Magazine* in its past year's canvass of life subscribers on public opinions and the use it made of them.

About two years ago *Success* conceived the idea of securing closer co-operation on matters of public interest with selected subscribers. By its offer of a life subscription, with the understanding that in return for the reduced rate the life subscribers would agree to reply to all public questions asked of them, about 20,000 life subscribers were secured. The first use which was made of these life subscribers was on the navy question, as to whether or not there should be more battleships. The ballot showed 8,218 for, and 1,088 against. This result was very interesting, even to Roosevelt and legislators; but when last May a ballot was taken concerning the presidential choice, some most interesting results occurred. It showed that early that Roosevelt, Bryan, Taft and Hughes, in the order named, were the people's choice, with no one else in the running.

When a month before election the life subscribers' estimate of the election result was published, it showed 298 for Taft, and 161 for Bryan. Although even the *Success* staff itself disbelieved in this estimate, the election returns showed how almost perfect this estimate had been. Every vote that was estimated for Taft he actually received; and the situation in Maryland and Missouri, the doubtful states, as well as New York, was accurately sized up. Roosevelt on being shown advance copies of the estimate,

came out in the next few days with a prediction almost exactly similar.

The encouragement which had been received by these canvasses persuaded Mr. Edward E. Higgins, president of The *Success* Company, to enter into the fight against the methods of Speaker Cannon.

On February 19th the campaign was started, with the assistance of *Collier's Weekly* and *The Outlook* promised. By February 24th, 1,105 ballots had been received, and by March 8th a total of 11,717. 10,825 said Cannon should not be re-elected speaker, and 539 said he should; 11,134 said that his power should be placed in the hands of a committee. The life subscribers were also asked as to their willingness to write or telegraph to their Congressmen, and the names and addresses of their Congressmen were furnished. Letters were also sent to 600 newspapers throughout the country asking their co-operation.

Then the fun began. With *Collier's* strongly aiding the campaign, with the Scripps-McRae newspapers conducting a post-card campaign of their own, and many newspapers assisting, particularly the Philadelphia *North American*, some striking evidence was rolled up in a short time concerning the power of a magazine in national affairs. Congressmen at Washington and also President Taft were kept informed by bulletins of the way the ballots were going, and as the time approached when the vote was to be taken, the situation became extremely alarming to those politicians who had hitherto concerned themselves only about newspaper political activity and had scoffed at the power of a national magazine.

Uncle Joe began to have real fears for his position, and if the full story of his desperate dickering to maintain his place were to be written, it would be very interesting. Every possible inducement—tariff patronage, committee places, etc.—was dragged out and used. Telegrams and letters showered in upon the Congress-

The Editing of

The Orange Judd Trio is not done solely from the confines of a roll top desk. Recently the President and editor of these three papers completed a 10,000 mile journey through the agricultural sections from the Atlantic to the Pacific and extending far into the northwest.

Again, the managing editor, during the past crop season, travelled thousands of miles through the northern states, keeping in touch with sectional developments in staple and special crops.

Again the editor of our household department has recently completed an extensive journey, going into the homes of the plain farmers, thus keeping in sympathy with the problem which confronts farmers' wives and farmers' children looking toward wholesome development and inspiration for the betterment of rural life. And these examples might be multiplied.

The ORANGE JUDD TRIO

Is not afraid to spend money to provide for its readers the best there is. The Orange Judd Farmer, American Agriculturist and New England Homestead are agricultural journals, for which the best is none too good. The work mentioned here is a part of the thoroughly organized institution of the Orange Judd Trio and is done cheerfully and with the sole object in view to give the farmers of this country the best agricultural papers, and the advertisers who are seeking the farmers' trade the best mediums through which they can introduce their goods to these farmers.

As we have been of service to others, so, we believe we can be of service to you.

Address,

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

Unquestionably Supreme in Arizona

THE ARIZONA GAZETTE

is conceded by every newspaper in the Territory as having the largest circulation of any newspaper in Arizona.

Repeated and unaccepted challenges to other newspapers and the fact that the Arizona Gazette was the only publication in Arizona in 1909 that permitted an examination by the

Association of American Advertisers

is positive evidence that advertising copy placed with the Gazette will bring the best returns. Advertising contracts will be made positively guaranteeing that the Gazette reaches more bona fide subscribers in Arizona than any other newspaper.

This is the Psychological Moment

for advertisers to get business in Arizona and the Salt River Valley.

Rich in Minerals and Fertile Lands

the Salt River Valley is one of the most promising communities in the United States. Gold and other minerals are being discovered daily and thousands of acres of land are being thrown open to cultivation on account of the unlimited permanent supply of water that the Roosevelt Dam will furnish.

These things mean a greater Phoenix. This means that Phoenix, the capital, will have a population in a year or two of from 40,000 to 50,000 and the Salt River Valley many times more.

Write for Rates

ARIZONA GAZETTE,

PHOENIX, ARIZONA.

men in a way that Washington, used to such inundations, had not known before. The Western Union people had to send for messengers from Baltimore to deliver them, and were almost helpless. Uncle Joe, cynical and cool in many fierce battles, was at last jolted out of his complacency. He came out with a bitter denunciation of the canvass which, as he might have known if he had kept his temper, simply centered attention upon the surprising and authoritative uprising of opinion against Cannonism. Cannon was forced to go to lengths never made necessary before, to retain his position. He had to invoke President Taft's aid, and also make an onerous deal with McCarran and Murphy, *Democratic* bosses—providing a picturesque confirmation of the old saying—"Politics makes strange bed-fellows."

The *Success Magazine* canvass has been a most interesting disclosure of the unique political and civic opportunity of a progressive magazine for the furtherment of reform. Says Mr. Higgins: "We mean to continue in this work and put considerable effort on this life subscription plan to make this magazine a real power in national affairs; not only in national affairs but in state matters. We have just opened a campaign in New York State to secure an expression of opinion from State Representatives on the question of Governor Hughes' direct primaries bill. In a similar way we are planning to go into other state reform contests, for we believe that we can offer to the people of any state very valuable organized help in expressing their opinions and exerting their influence where it will count."

Collier's Weekly lent very important aid to the Cannon campaign, having men on the ground to encourage the insurgents and printing each week very effective articles and editorials. *Collier's* recently established bureau of legislative information has been widely commented upon.

The Philadelphia *North Amer-*

ican recently has been moved to print several very broad-minded and interesting editorials—one on "The Daily Paper and the Magazine" and the other "The Might of the Magazine." In the first it outlined historically and politically the growth of the editorial policies of the daily, showing its too frequent subsidization to interests not public-spirited. It concludes:

And so when it had come to pass that the period of the daily newspaper as the exponent of enlightened public opinion had closed, as they became localized, the men of the magazines, with their touch upon the pulse of the national situation, came forward. A vacuum had been created. They filled it.

And the result has been that our civilization owes a debt to what has been done by *McClure's*, *Everybody's*, *Hampton's*, the *American*, *Pearson's*, *Success*, the *Outlook*, the *Independent*, the *Saturday Evening Post*, and last, but most emphatically not least, *Collier's*.

We believe that an absolutely new development, not only in the field of literature and the activities of publication, but a thoroughly novel factor in our American civilization, has come into being within ten years.

A week or more later it printed the frank and interesting editorial with the latter title. It named a number of monthlies as "moving along placidly and pleasingly"; while referring to others as "doing a splendid work which no single daily newspaper could have done." It adds:

Stop at any railroad station from North Yakima to Tallahassee and you will see bright youngsters selling *Collier's* and the *Saturday Evening Post*. Enter the home of any substantial citizen from Bangor to Tucson and some member of the family will be reading some one of the weekly or monthly publications that have shared in the admirable educational work.

McClure's, we think, was the pathfinder. In magnitude of achievement *Everybody's* and *Collier's* have the right to disputed leadership. But when we note the wise, conscientious enlightenment constantly being accomplished by the *Outlook*, *Success* and the *Independent*; the militant policies of *Hampton's*, *Pearson's* and the *American*, and the weekly stimulus of the non-crusading, but sane, sound, humorous common-sense Americanism of the *Saturday Evening Post* we are content to refrain from distinctions and group them gratefully in a roll of honor.

The unity of action on the part of this notable group of publications in the furtherance of a high purpose has made of them a tremendous factor in the regeneration and uplifting of American business methods and right views of living.

Again Leads in Resort Advertising

During the three months of 1909 ending March 31, 1909.

The Chicago Record-Herald

carried a total of 53,300 agate lines of Resort Advertising, a gain of

18,115 Agate Lines

over the corresponding period in 1908, and

24,029 Agate Lines

more than was carried during the same months by its nearest competitor.

During this period The Chicago Record-Herald carried more resort advertising than all other Chicago newspapers combined. The reason for The Record-Herald's pre-eminence is simply this:

IT REACHES THE RIGHT PEOPLE

"A Daily Newspaper for The Home"

The Christian Science Monitor

OF BOSTON, MASS.

Every Afternoon Except Sunday

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

Advertising rates furnished on application.

"Hammer the Hammer."

That's just it. Select a strong slogan, then hit the head of your advertising opportunities with it.

Tell Thompson to find a phrase to hit your brand and business. For it's Thompson's business to coin catchlines.

Just Tell Thompson, 281 Lark street, Albany, N. Y.

“Everybody’s”

“The Result Giver”

I Want To Go On Record With A Prophecy

PROPHECIES sometimes come true—sometimes they don't. This happens to be a case where the prophecy is sure coming true. Neither you nor I can prevent it. In fact, we're both going to help it come true. We can hasten the day a little, perhaps, and I, for one, am on the band wagon.

Here's the prophecy—jot the date down and put it in your file where it will come up three years from today:

The next three years will see an amazing development in the direction of Big Space!

Do you get that—?

BIG SPACE! BIGGER SPACE! BIGGEST SPACE!

I had something to say about double page spreads in the latest issue of the booklet I send each month to advertisers. (If you're not on the list for this booklet you can be put there for the asking.) I patted myself on the back because there were seven double-page spreads in the March *Everybody's*.

That looked good to me. But the more I thought about it, the more I was convinced it was just a sign of the times. The fact that this sign showed up stronger in *Everybody's* than anywhere else is as natural as it is for water to seek its own level.

Every advertiser today wants to dominate the situation in his particular line. You can't blame him, even if he happens to be a competitor of yours. Big space is impressive. It is great prestige building. It argues a big house, a big success and a good article. It gives better opportunity for striking display and a better chance for a selling argument that goes to the root of things.

"Everybody's"

The Name Tells The Story

I don't claim to be a second-sight artist. But I am convinced that we are on the verge of one of the greatest developments advertising has ever known—a movement to let out several links on the space question. Before we know it, the single page will have ceased to be the advertising unit.

In this new movement, there are going to be a few leaders and the inevitable army of trailers. I don't want any of my friends to come around later and say: "Frothingham, why didn't you put me wise to this new condition?"

I am handing out the tip right now to anyone and everyone who is wise enough to profit by it.

Perhaps you think I have a bit of a selfish interest in promoting this new movement. I sure have. I am mightily interested in the steady and consistent upbuilding and development of the national advertiser. If properly handled, he is simply bound to increase his space. That's growth—and in the right direction. He can't grow the other way.

We seem to be getting the cream of all the new advertisers as fast as they rise to the surface. Larger space from present advertisers I want to promote just as rapidly as their business will permit. But it is bound to come and come quick even if I never put my shoulder to the wheel.

And that's my prophecy.

Think it over.

P. S.—I stand ready to lend my feeble assistance to any agent or advertising manager who thinks the way I do, who may be having some trouble putting a deal over the plate. I wrote a solid three-page letter recently on a certain merchandising situation, and I am told that when that letter went before the Board of Directors, it helped a whole lot. One reason was, it was written on *Everybody's* letter-head, and that cuts ice.

"Everybody's"

Rate:

\$500 per page

Everybody pays it

Robert Frothingham

PROTECTING THE MAGAZINE READER FROM ADVERTISING FRAUD.

DESCRIPTION OF THE EFFORTS OF MAGAZINE PUBLISHERS TO PREVENT READER'S CONFIDENCE IN ADVERTISING FROM BEING OUTRAGED—ONE ADVERTISER ACTUALLY JAILED.

How large a part of the confidence of the public in magazine advertising is due to the careful advertising policies of publishers is not appreciated by all advertisers. A large national advertiser said the other day that if the advertising pages of the publications he used carried one-half of the advertising that most magazines carried eight or ten years ago, he would seriously consider withdrawing altogether from advertising his product. He could not afford to appear anywhere in juxtaposition to objectionable advertising.

Large, reputable manufacturers of all kinds of products have gone into the magazines very largely because they received assurances that their advertising would not touch elbows with some of the advertising propositions, medical, financial and mail order, which almost dominated the advertising field years ago. Some advertisers use less newspapers for just this reason—that so many papers have not yet "cleaned up."

Almost every magazine of real rank now maintains rigid standards, excluding the large list of advertisers known as "objectionable." It is now pretty clear that a publisher has ethical obligations toward his readers in the matter of the advertisements which he accepts. It is also clear, in the case of high-class publications at least, that it is good business to discharge these obligations, to protect the reader, and thus eventually win his confidence. These matters were not so clear when The Curtis Publishing Company, whose sole publication was, at that time, *The Ladies' Home Journal*, took a stand of broad ethical responsibility, and assumed its place of leadership in the protection of

readers, a position which it has never since relinquished.

No advertisements of a medical or curative nature are accepted. It is possible that under this ruling a few—a very few—worthy remedies are excluded, but it would be practically impossible for a publisher to discriminate, with absolute justice, in this class of advertising; nor is it possible to recommend any remedy, however good, without reserve, to an army of millions of readers.

The guarantee of good faith in the advertising columns is both good ethics and good business. A magazine is not a common carrier; therefore when the advertiser and the reader meet in a magazine's columns, they both have a certain claim to the watchfulness and loyalty of the publisher, for he is their host. The Curtis guarantee, for instance, is as broad as the printed page. They will absolutely protect, not only the subscribers to their magazines, but, without distinction, anyone who is misled or mistreated in dealing with an advertiser through an announcement which appears in their columns.

Financial and real estate advertising constitutes an exceptional class. The Curtis Company uses every reasonable precaution to the end that only honest, responsible advertisers shall get into their financial columns, and that their propositions shall be just and equitable; but in transactions of this kind, there is a certain element of chance, the ramifications are intricate and variable, and they do not assume the same degree of responsibility that they do in regard to other advertising. Readers who have money to invest in financial propositions are, by the same token, supposed to have adequate means and ability to make some investigation of their own.

This new publishers' policy has carried itself to very fine but logical distinctions. "I will protect a single reader of *The Woman's Home Companion*," said S. Keith Evans, advertising manager, "against one or all of our advertisers. I will not let a single reader gain the impression that

our advertisers do not live up to their promises.

"I want our readers to feel that *The Woman's Home Companion* will go shopping with them through the advertising pages, and will guarantee to make good every advertiser's representations. No reader can have such purchasing security by any other method of shopping, and I want to keep that faith inviolate.

"We have had several interesting cases in which we were given an opportunity to prove our principles. A woman bought a bird from one of our advertisers some time ago, and when it arrived it was a dead bird. She wrote to the concern but it made no effort to satisfy her. Then she wrote to us. It was a small matter to have reimbursed the woman, but we were after the principle, and kept after the advertiser until he finally made good to the woman. She had done her part, doing exactly what the advertisement asked her to do, and had sent her money. If she had been given no satisfaction, her entire faith in advertising might have been shattered.

"Another case was that of a Southern man who bought an automobile which would not auto. It is possible that it was his own fault, since he knew little of machinery, but that was not the point at all. He desired the prerogative of a purchaser to get his money back, and when he came to us to help him get it we investigated the matter and gave it to him. If that man had been unable to get satisfaction from either ourselves or the advertiser, he would have been a living signboard to the end of his days against advertising in general and *The Woman's Home Companion* in particular. It is a vital matter to safeguard the interests of a reader who answers advertising columns."

One of the few, if not the only, magazine, however, which has actually put an advertiser behind the bars is *Success Magazine*. A Buffalo man advertised houses, and many people sent him money. He promised to deliver them, but kept sending promises only. He had a splendid suite of offices, but no dis-

coverable factory. After making an investigation and giving him until a certain time to raise money to put on deposit against his obligations to those who answered his ad, *Success Magazine* finally decided to prosecute, and he is now serving a sentence.

Success Magazine guarantees its advertising to all subscribers of record, and an unusual service was also performed to its readers and the public in general by a series of fifteen articles exposing fraudulent and misleading financial advertising. This series of articles did a great deal to eliminate many questionable financial schemes from the advertising field. *Success* at present has one of the most representative and successful financial departments of any magazine, and has done some splendid constructive work among bankers and bond houses.

Good Housekeeping has also taken very special pains to safeguard its readers' interests and stands absolutely behind the claims of its advertisers, protecting readers with a broad guarantee.

To Advertisers

In the belief that we can be of service to you in advertising matters, we take the liberty of calling your attention to the claims of this agency.

We seek a limited number of high-class accounts rather than a large general business, and accepting but one concern in each line of trade, we are able to give personal attention and undivided interest to the necessities of every client.

This Company offers initiative, energy, experience, clean, forceful business-getting copy, with a service second to none, and for corporations or firms contemplating advertising campaigns, this office acts in a consultative and advisory capacity.

Respectfully yours,

LOVETT-CHANDLER CO.,
INC.,

6 Beacon St., Boston.
Telephone Haymarket 27.

PROPER NAMES AS TRADE-MARKS.

TRADE-MARK TITLE COMPANY,
FT. WAYNE, IND., March 31, 1909.
Editor of PRINTERS' INK:

The undersigned has read with a great deal of interest your article on page 8 of a recent issue of PRINTERS' INK, dealing with trade-mark piracy.

Mr. Kimball writes, of course, from the standpoint of the ad man with which the writer is in entire sympathy, as success is only possible with wise publicity.

Our purpose in writing to you is to call your attention to the statement concerning proper names as trade-marks. We enclose you a copy of the trade-mark law, and call your attention to section 5, which shows you what may and may not be registered. You will find an inhibition of the registration of proper names as trade-marks, unless used prior to April 1, 1895. As that cannot apply to marks adopted since that date or marks adopted in the future, it is highly inadvisable that any concern beginning business should use a proper name or a geographical name as a trade-mark. Such a name cannot be registered, and a name that cannot be registered cannot be protected.

The reason for this practice of the law and the Patent Office is this: No man can be prevented from using his own name in his own business, and hence, if some Van Camp in the South or West should begin to put out baked beans, he would have the right to call his beans "Van Camp" beans; only he could not use it in the same type or same manner as Van Camp from Indianapolis. Van Camp might, after expensive litigation, force him to print on his goods that "These goods are not made by the original Van Camp," but still the name Van Camp would be there, and would inevitably cut into the sales of the genuine Van Camp. The second Van Camp might put out goods of very inferior quality, but still he would have a right to sell, particularly if he sells at a less price. But this would cut into the reputation of the original Van Camp. Van Camp might stand the loss of some few concrete sales, but he could not view with any tolerance, in the least, the use of his name on goods of inferior quality, because that would injure his reputation; therefore, no manufacturer or jobber can afford to use his own name as his trade-mark.

Another thing: A trade-mark should be some arbitrary word or design, because a trade-mark is to live forever. It is a perpetual right, and becomes a permanent property by registration under the new law. Registration means that the owner of the mark does not have to prove his ownership, because the prima facie right is given him specifically by the letter of the law, but time brings its changes, and the successors to Van Camp may have other names. They will not have the same pride in Van Camp as the owner of the name had. The mark does not look so valuable to them, because they do not have the same pride in the

name. They would not be willing to list "Van Camp" as a trade-mark at the same value as the man Van Camp would do. Suppose there were a quarrel among the stockholders, and the business was split up in anger, and suppose Van Camp was driven out of it; he might, it is true, start up again under the name Van Camp, but it would greatly injure the original business. Then the owners of the old business might not be inclined at all to do business under the name of their enemy. It is extremely unwise for any manufacturer to depend upon a personal name or a geographical name as a trade-mark.

Trade-mark laws look as much to the welfare of the consumer as to that of the manufacturer or jobber. The theory of the law is that the consumer should have an infallible guide on the label of the goods pointing him to the source of the goods. If a proper name is used or if a geographical name is used with an inherent right in others to use the same name, the consumer might be deceived. The goods he buys might be of inferior quality to those he was seeking to buy. The reputation and good-will created by the original goods would be lost.

We are setting these facts before you at some length, because you have shown an interest in trade-marks, and no doubt have frequent occasion to discuss trade-marks with those who are engaged in campaigns of publicity.

C. R. LANE,
Assistant Secretary.

Meet Publishers and Advertisers in New York

Scarcely a day when there
is not a dozen or so lunching
at the Grand Hotel at 31st
street, and Broadway.

Why Not Reach the Thrifty?

Every Reader
of

**Leslie's
Weekly**

is in a position
to have a
Bank Account
and to
purchase
what
he desires



LESLIE'S WEEKLY Popular Financial Department offers you the greatest opportunity to reach people of means, looking for good investments: "Jasper's Hints to Money Makers" are read by thousands seeking conservative investments. Let us demonstrate the real worth of our advertising space, as we have to many leading Investment Houses. We refer you to all of them.

**Guaranteed Edition Order
Over 160,000 Copies Weekly**

This Means Over Two Million Readers per week

LESLIE'S WEEKLY 225 FIFTH AVENUE
NEW YORK

WILLIAM L. MILLER, Advertising Manager
C. B. NICHOLS, 1136 Marquette Building, Chicago, Ill.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. F. Russell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON.

Secretary, J. I. ROMER.


OFFICE: 12 WEST 31ST STREET,

NEW YORK CITY.

Telephone 5203 Madison.

The address of the company is the address of
the officers.

New England Office: 2 Beacon Street, Boston.
JULIUS MATHEWS, Manager.

 Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, April 14, 1909.

Advertising New Lines

In this issue of **PRINTERS' INK** appear constructive suggestions for advertising lines of goods seldom if at all advertised up to this time. To those who are familiar with modern methods of marketing they will seem advertising campaigns which could succeed quite as a matter of course, if individually adapted. Yet to many manufacturers in these lines the suggestions made by **PRINTERS' INK** will seem little short of revolutionary. They will see mountainous difficulties in the way and even be too impatient to discuss them. But they will go through the same processes of mind as the manufacturers of other lines have and are going through. They will see competitors seizing upon the advertising idea (as two Maine corn canners are now doing); for a time they will predict failure, and then after a long time the bulk of them will join the procession—in the rear, of course.

The time-honored channels of trade appear to some manufacturers to be reversed by the advertising idea, but they are not. The bases of using them are merely being changed. The man-

ufacturer is merely utilizing advertising to change his attitude to the consumer from negative to positive. Instead of this giving cause to offend the dealer and jobber, it is the best thing that can happen to both, even though it takes the autocracy of their power out of their hands, and places it in the consumer's hands, where it belongs, and where it ought to stay for the best interests of all concerned.

Canned pineapple has never before been advertised, and does not have a fraction of the general consumption that peas, corn and tomatoes have. Yet with three months' magazine advertising the Hawaiian pineapple canners have more than doubled the demand for it. If a few canners on a Pacific isle can make advertising for a luxury pay so well, what success might not be achieved with equally intelligent advertising by the canners of necessities? Nearly every month's magazines come out with new lines of goods advertised, and they will continue to do so until all lines generally used are represented.

Advertising Banking Service

That conservatism which has so long held the great majority of banks from advertising is well founded, fundamentally. Of all the businesses which seek extension there is none quite like the banking business, which offers to the public that very shy and delicate commodity, security. In no other business is the customer, generally unschooled in financial matters, so comparable to a child whose confidence must be won and held, and against whose unreasoning panic there need to be taken such precautions.

And, like a child, the public needs to be addressed on financial matters in a language it comprehends. Many banks have not had time to observe the change in the psychological attitude of the public toward the printed word, and still believe that the public is suspicious of the direct appeal. Consequently they fear to go further than the exceedingly formal

cards which are approved by the public of a by-gone decade. Today there is no line of business which is too dignified for the direct appeal, and the public realizes that any other appeal is a refuge behind a mask and is less sincere than the direct, frank method of advertising address.

Conservatism is still, however, the safeguard of banking and it is very easy to overstep the limit of advertising dignity for banks, in the too insistently personal note. But there should be no limit to the aggressiveness of bankers in using the conservative, well-thought-out advertising methods of developing new business. Instead of being content with the business that comes in, the advertising method should be liberally employed in bringing in and holding customers. Trust companies and savings banks have the most active field, but even national commercial banks should both develop small accounts and advocate the dividing up of large business accounts with several banks for sound banking and business reasons. Trust companies could sell many more bonds than they do, and all banks could use a house organ to keep customers in touch with the officers and the bank's service, and to build up that very intangible but grimly real thing, confidence in time of stress.

The next few years are going to witness a steady increase of banking houses which advertise unquestionable securities in the magazines. The elimination of the fraudulent and near-fraudulent financial advertisers from the magazines has already been accomplished, and the newspapers are rapidly eliminating them. Their final ostracism will mean greater business for both local and national advertisers who make the right kind of an appeal.

Spencer Trask & Co., N. W. Halsey & Co., N. W. Harris & Co., in New York; E. H. Rollins & Sons, Boston; Wm. R. Compton Co., St. Louis; H. T. Holtz & Co., and Peabody, Houghtaling & Co., Chicago, are spending an average of \$15,000 each in maga-

zine advertising and making it pay very well. Others will undoubtedly come to realize bond selling possibilities in the magazines.

Magazine Advertising and the Quoin Club

Recently a nationally famous advertiser remarked incidentally in an address to advertising men: "I'll tell you, some awful things in the shape of solicitors come to see me!" But he *also* added that he learned a great deal from many of the magazine solicitors who came to see him *with something to say*.

The organized effort of the magazines to build up magazine advertising constructively and get away from the "copy chasing" which oppresses advertisers and discredits advertising as a principle, is exemplified in the Quoin Club. This organization has been quietly at work for a long time. Its chief success has been a general moral one—a toning up of the entire advertising and magazine publishing field by means of the organization of magazine public opinion and its use to discourage disintegrating and dishonest practices. Its force has been felt throughout the advertising field—among the agents in focusing the united force of publishers against weak, designing and incompetent applicants for recognition, and among advertisers in separating for them the sheep from the goats and encouraging the employment of really competent service. It has undoubtedly also saved publishers much loss.

Equally important is the constructive building of business which it accomplishes through its arguments in the magazines to manufacturers, and through its little monthly, the *Quoin Club Key*, which has been of much value in educating retailers to appreciate the profit possibilities of selling nationally advertised goods.

Contrary to some of the assertions of hostile critics, the Quoin Club is doing nothing to prejudice advertisers against newspapers. Its record in building up

magazine business is an entirely clean and broad one. Individual members of the club have even advised newspaper campaigns in certain cases. No representatives of any class of mediums can afford to create prejudice against any form of advertising, and the Quoin Club is apparently broad enough in its conception of advertising principles to realize this and content itself with purely constructive work.

"Imagination in Business"

In the *Atlantic Monthly* for April there appears an article on "Imagination in Business," in which the author makes considerable ado over the remarkable imagination displayed by a local carpet merchant in dropping all his newspaper advertising and getting in cahoot with the furniture movers, in order to get a line on those who move—"imagining" that this was the psychological time to sell them carpets.

If this is all the imagination in business which the author can discover, it seems to PRINTERS' INK that he needs considerable assistance. Had he examined the methods and successes of many large advertising concerns and talked with men who are doing big things by means of advertising, he would have gathered material for, not one, but a series, of very interesting articles. There is no field of business in this country at present which is so full of really remarkable examples of creative imagination in business as in advertising. Men of brains and imagination are conceiving big enterprises, and putting their ideas into concrete shape within an astonishingly short time by means of intelligent advertising.

The whole basis of creating or enlarging business is being shifted by means of advertising in many cases, and the men behind the guns are risking thousands of dollars in cash for every yard of carpet the carpet merchant owns, upon their judgment and imagination as applied to advertising campaigns. To build a policy and frame an appeal in cold type and

picture to influence millions of people one never sees, and to analyze human causes and effects in merchandising on a national and world-wide scale—that is "imagination in business" of the real kind, about which the Boston author, unfortunately, did not write.

PAUL BLOCK MOVES TO LARGER OFFICES.

The New York offices of Paul Block, special newspaper representative, have been moved from the Flatiron Building to their new quarters at 290 Fifth avenue (between Thirtieth and Thirty-first streets). Mr. Block's organization, which now includes twenty-five people in the New York office alone, has grown so rapidly that the old offices in the Flatiron Building became overcrowded. They have taken the entire floor at 290 Fifth avenue, subdivided it into twelve different rooms and offices for the various departments, and will now be in shape to handle their business even better than before.

Mr. Block's rapid growth in the special field has been watched with admiration by the entire advertising fraternity.

The Boston Evening Transcript made a record of 230 columns April 3d, against a previous record of 201.

Next October the Vickery & Hill Publishing Co., Augusta, Me., will bring out the first issue of *Needlecraft*, a women's fashion and needlework magazine. Unlike the other publications on the V. & H. list, no mail order, but only high-class general and class advertising appealing directly to the readers will be carried. *Needlecraft* will be printed on bookpaper. Circulation will be built up by subscription only, no newsstands being supplied.

A Justice of the Peace at Belleville, N. J., is advertising in the newspapers for marriage ceremonies to be performed by him with special advantages.

Collier's Combines the Two Necessary Qualifications

YOU select a salesman by his abilities to sell. A man who can influence a *large number* of buyers.

A man who can command the confidence of a *high class* of buyers.

If you can find a man in whom are combined both these qualifications you employ HIM.

Collier's enjoys the confidence of half a million families, approximately 2,500,000 persons—prosperous persons with the means and the mind to buy.

Think how much it means to you—an advertiser.



E. C. PATTERSON

Advertising Manager

CHICAGO

NEW YORK

BOSTON

MORE FUNNY THINGS THAT HAPPEN IN ADVERTISING.

Golf, as Publisher Page can testify, is the method *par excellence* of soliciting. There is also a very prominent advertising agent who has been aware of this psychological verity for a long time. He has become so super-refined in his methods that he does not even let his victims become aware of his profession while on the golf course. His entertaining ways and urbane personality (to say nothing of personal pulchritude) give off a vague impression of princely leisure, baronial estates, and many millions off in the distance.

A famous watch manufacturer who had been charmed by the advertising agent's *ensemble* of lure sufficiently to wax intimate at luncheon, suddenly ventured to verify his vague impressions. "May I ask in what—ah—branch of affairs you are interested—finance?"

It was a thrilling moment. "I am an advertising agent," replied his host, without wincing.

The watch manufacturer's face registered a downward tendency, like a thermometer stuck into a refrigerator. Visions of the hosts of advertising men he was in the habit of liberally and regularly cursing rose in his mind. "I—I thought you were a—a—gentleman!" he said—with the best intentions in the world; but the advertising agent is telling the joke to his friends with relish.

FUNNY TESTIMONIALS.

Advertisers get some very funny testimonials. Here are a few that the Kalamazoo Stove Company has received:

CALLAWAY, NEB.

Having used the Steel Range I bought of you about six or seven weeks ago, find that it proves to be the best stove I ever had in my possession for all domestic purposes, and the thermometer on the oven door is a corker. No doubt you would laugh at me if I were to tell you that it has saved my wife many dollars, she being knee sprung. Now when she stands in front of the oven door she is so afraid of breaking the oven clock, as she calls it, that she is

now free from any deformity of the knees and walks as straight as a young girl of 16, though in her 55th year of age.

W. W. WRATE.

Dear Sir—We received the Base Burner all right except one knob. There were 17 in the envelope, there should have been 18. You can put one in a letter when you write. I will tell you how it works. I belong to the Methodist Church and don't tell any lies. We set up the stove the same day we got it and started a good fire. She went off like a duck to water. The next day the girl put some biscuits in the cook stove in the kitchen and forgot to build a fire and thinking of the biscuits at noon, opened the oven and found them all baked nice and brown from the heat of the new base burner from the sitting room. How is that for heat? Our chickens were on a strike and when we got our base burner going they got so warm from the house, four rods away, that they commenced to cackle and that day they laid 15 eggs, yesterday 27. Expect 30 to-day.

Now my neighbor came down to-day to see the new stove. He says there is a warm current of air coming from your place that must come from the new stove. He says the stove is a dandy. He thinks that he can save wood when the wind is in the south.

Now, we are four in the family and all thank you for your kind dealing and all wish you a prosperous and happy Christmas and New Year, and if we can help you we will be glad to do so by praising your stoves.

JACOB HAKE, Jefferson, Wis.

Messrs.—I received your stove catalogue. You are as high on them as the top of a white oak tree. I am surprised at you. I want a stove bad, but faith, and by Christ I will order from some other Co. They must have gold in them. You surely cannot get many sales. Let me hear from you at once.

VIRGIE HALE,
Amelia, Knott Co., Ky.

Such letters are evidences of the human hold which advertising gets upon people, and are really proof of the remarkable efficiency of advertising.

ANY OLD CUT.

Years ago, when magazines were entirely careless about the kind of advertising they ran, the advertising manager of one publication, now very well known, was one day in a desperate situation.

Old Dr. Brindle or somebody like him, wired just before forms closed that a cut "of some sort"

HAMPTON'S

TESTED AND PROVED

"It Reaches People with Money to Spend"

FURTHER EVIDENCE is offered as to HAMPTON'S ability as a salesman. "The Fastest-Growing Magazine" continues to make good

WHEN advertisers talk over in confidence the paying ability of different magazines—the profitable ones receive their best endorsements. For, if a business friend whom you respect and trust should tell you that HAMPTON'S pays him, you would feel that you should advertise in HAMPTON'S, and that HAMPTON'S would pay you.

Advertisers and advertising agents have during the past year found out that "HAMPTON'S pays," and in fairness and courtesy have said so again and again. This is the strongest endorsement that could be given as to the ability of HAMPTON'S to **PAY YOU**.

The Ostermoor Co., of New York City, was established in 1853. During the last fifty-six years this company has accumulated vast experience and its business has been largely built up by advertising. Naturally, it knows exactly what advertising will do for it.

Magazines that carry Ostermoor advertising must not only **advertise** but **sell** mattresses.

Read what the Ostermoor Co. says about us in the following letter:

OSTERMOOR & COMPANY,
116 ELIZABETH ST., NEW YORK.

Mr. William L. Colt, Adv. Mgr., Hampton's Magazine, 66 West 35th Street, New York City. March 17th, 1909.

Dear Sir:—

Allow us to congratulate you upon the general appearance of your April Number and in this connection think it would probably not be amiss to advise you that the results obtained from our pages in the September—October—November—December and February issues have exceeded our expectations.

The direct inquiries received were of the highest class—and the direct orders received show your magazine **reaches people with money to spend**.

Wishing you continued success, we are,

Yours very truly,

Dictated Mr. Ames.

OSTERMOOR & COMPANY.

HAMPTON'S

has stood the test—it has sold the goods

REMEMBER—June is the last issue in which you can qualify to hold the \$200.00 rate to March issue, 1910.

June forms close May 1st.

HAMPTON'S MAGAZINE

HOWARD P. RUGGLES
Western Advertising Manager
1638 Tribune Building, Chicago

WILLIAM L. COLT
Manager Advertising Department
66 West 35th Street, New York

inserted in the ad would make it interesting"—which is in itself a sidelight on ancient advertising methods.

The advertising manager rustled around and could find nothing but the cut of a hoop skirt! Time was precious, and finally the hoop skirt was put in "to make it interesting!"

And old Dr. Brindle was perfectly satisfied!

HIS AD SOLD TO HIS WIFE.

Manly M. Gillam, John Wana-maker's former advertising manager, tells an interesting story of how he once wrote an ad for a new kind of lunch box, and came home several days later to find that the ad had convinced his wife, who bought one for him!

REASON WHY IN BANK ADVERTISING.

THE INDIANA TRUST COMPANY.
INDIANAPOLIS, IND.

Editor of PRINTERS' INK:

I think the idea of having a specialized department on bank advertising once each month will appeal to the average bank man whose duty it is to write the advertising for his institution. The average bank man is at a great disadvantage in his advertising, as he has nothing to offer except the amount of interest his institution pays on deposits and the safety and conservatism of his bank. These, of course, we make the most of. The policy of this company has always been in all advertisements to give a reason why people should save money and another reason why they should deposit it with this particular institution. Naturally, this subject becomes very worn and if we can receive the benefit of others' experience in the same line, it will be a great help. I have no doubt whatever your new department will be very much appreciated by every man whose duty it is to write the bank advertising.

J. E. CASEY.

A PRIZE FOR A CRITICISM.

Frank R. Morrison, of *Success Magazine*, offers a prize of \$5 for the best criticism of the double-page spread advertisement in PRINTERS' INK for March 31st. PRINTERS' INK will announce the winner in its issue of May 12th. Criticisms may be unfavorable or favorable—equal consideration will be given both kinds. Entries must be in before May 1st.

GOT HIS IDEA FROM PRINTERS' INK.

THE SCANDINAVIAN AMERICAN BANK.
BALLARD, WASH., January 10, 1900.
Editor of PRINTERS' INK:

I am sending you to-day under separate cover copy of the *Coast Banker*, which is a marked copy for you to kindly read the article on page 35.

I have to thank you for furnishing me the idea, as I read an article in one of the PRINTERS' INK issues, and it appealed to me so strongly that I have gone to quite an expense in getting up a proper showcase, having the plate-glass windows protected by very strong iron grill, and to-day is our first display of putting the actual money in the showcase, as described in the article in the *Coast Banker*.

By way of a little further illustration, we will outline to-day's display by stating that we have a card in the showcase which states that if you save 10c. a day, and deposit same each month, at the end of a year the sum will aggregate a certain amount, and have placed it in its several denominations of money, such as dimes, quarters, one-half dollars, and dollars, and currency; having in each pile the actual money. At the end of the case we have put the money representing the interest earned. We intend to change the display each day, using money for illustrations from the hours of 10:00 to 3:00 o'clock, while through the night we will display articles of less value, having electric lights on top of the case through the whole night.

I did not spare expense or time in making the show-case not only attractive, but very substantial, and as stated in the *Coast Banker*, we are going to be able to display anything and everything pertaining to the inside workings of a bank.

I consider PRINTERS' INK the best up-to-date periodical published regarding attractive advertising, and trust that a representative of your journal will find it convenient to visit the A. Y. P. Fair, and that he will be sure and call upon me, as I will take pleasure in extending to him every courtesy, and will try to make the visit one of the most pleasant.

F. P. SEARLE.
Manager.

L. D. MILLER & Co.
Mortgages, Real Estate, Insurance.

RACINE, WIS.
Editor of PRINTERS' INK:

We have read your paper for years and enjoyed it. We enclose a couple of ads which we have been running. We advertise in the newspapers and have been quite successful.

L. D. MILLER
& Co.

First Mortgage Loans
FOR SALE

Loan No.	Amount	Term	Interest	Balance
1	\$10,000	10 yrs	4%	\$9,800
2	\$5,000	10 yrs	4%	\$4,800
3	\$10,000	10 yrs	4%	\$9,800
4	\$5,000	10 yrs	4%	\$4,800
5	\$10,000	10 yrs	4%	\$9,800
6	\$5,000	10 yrs	4%	\$4,800
7	\$10,000	10 yrs	4%	\$9,800
8	\$5,000	10 yrs	4%	\$4,800
9	\$10,000	10 yrs	4%	\$9,800
10	\$5,000	10 yrs	4%	\$4,800

These are the loans. We have larger loans on hand. We have sold loans for over 20 years and have a record of success. We are now offering these loans at a special discount. Write for more information.

L. D. MILLER & CO.
101 Broadway, New York, N.Y.

A NEW DEMOCRATIC MAGAZINE.

Norman E. Mack, publisher of the *Buffalo Times*, and chairman of the Democratic National Committee, announces that he has completed arrangements for the publication of a magazine to be known as the *National Monthly*, to be devoted to the interests of the Democratic party. "Among the contributors will be Governors, Senators and Representatives," says Mr. Mack.

As an evidence of the growth of PRINTERS' INK, it is interesting to compare its advertising pages with last year. The issue of April 7th carried 400 per cent more advertising than a year ago; this week's issue over 150 per cent. The general increase over last year is 325 per cent.

HOW BANKERS CAN BACK UP ADVERTISERS.

George B. Gallop, New England representative of the *Cosmopolitan*, recently delivered an interesting address on banking and advertising to the Boston Ad Men's Club. "If a business man who is not by primary training a banker," he said, "can become Secretary of the Treasury, and a Chicago man at that, an advertising man who has had to study many kinds of successful business may venture to make some suggestions to the banker.

"It is the privilege of the banker to fortify with adequate capital and moral support the manufacturer who, by scientific methods of advertising, aims to establish the profitable sale of superior commodities over the widest possible territory.

We cannot expect the banker to have formulated the advertising man's creed. If the banks have heard very little about the highest economics of advertising, it is the fault of the advertising man. If deposits are a liability and not an asset, then if I read his thought aright, and the signs of the times aright, that liability is toward the community from which the deposits come, and the moral obligation of the banker is largely toward the welfare of his section.

"Let us then, as advertising men, go to the banker, knowing that he is a real man, broad, farsighted. Let us go to this banker and say, 'Sir, we know you can advertise locally to get the money in, and to protect the community, and to teach that: better is 4 per cent and peace of mind therewith than seeking 400 per cent through a suc-

cession of daily nightmares, with the certainty of a bonfire at the end. We know you cannot advertise nationally for deposits, because you will invade the province of your fellow-banker. But we will show you a way to advertise nationally and spend hundreds of thousands of dollars, and reap great benefit, and it won't cost you a cent and you will take no risks that are not legitimate banking risks.

"You have among your depositors and directors and stockholders several manufacturers who do not advertise. They try to sell goods all over the country. They sell with difficulty because of keen competition and because millions of consumers never heard of their product; collect their accounts with difficulty and at great expense, because their stock is often apt to stay so long on the shelves and frequently has to be sacrificed at below cost. They suffer from dull seasons because there is no strong consumer's demand back of their product. This is because while they have built splendid factories and splendid products, they have not built an extension into the minds of millions of consumers. We are engaged in printing trade-marks on minds; the names and qualities of goods on mind stuff; building indestructible factory extensions into the consciousness of tens of millions of possible purchasers.

"If you will help us to get your manufacturers to advertise correctly, we will quadruple their business, make it more safe and stable, and they will spend the money and draw back more from every part of the world to put it through your bank. And they will have more need for the money which you draw in from their locality, to carry larger stocks, and to build larger factories. You will benefit your community, because you will provide more work for the workers, and more business for the merchants, and more taxes from improved real estate. And you will benefit the whole country because you will make good goods better known."

Do you suppose there is any banker living who cannot see the logic of this proposition?

AMONG THE AD CLUBS.

The Topeka, Kan., Advertising Club has just selected a slogan for Topeka from among about 2,000 entered in the contest. The slogan adopted is—"Topeka, Kan.; Topeka Will."

At the club at which the announcement was made, State Senator Hunt, also representative of Schafraan Brothers, wholesalers of "Piccadilly" coats, cited the advertising success of his own firm, which had grown from a \$60,000 a year business to \$2,000,000 through the use of judicious advertising.

The El Paso (Tex.) *Daily News* was suspended April 1st. The *Herald* will absorb the circulation, but will not assume advertising contracts.

Again— Records Broken

THE GARDEN MAGAZINE for April contained more advertising, both *horticultural* and *general*, than any previous issue—nearly 85 magazine pages; and more than any other periodical in its class, save only COUNTRY LIFE IN AMERICA, which is at the top among all magazines.

THE GARDEN MAGAZINE is a medium for advertising anything of household usefulness, in short for all general advertising. It has shown itself an effective and consistent business getter, averaging nearly 40 magazine pages of this business each month.

THE WORLD'S WORK, as usual, is among the leaders of the magazines of standard size.

**DOUBLEDAY, PAGE & CO.,
NEW YORK**

Chicago: Heyworth Bldg.
Boston: Tremont Bldg.

HASKELL ON MAGAZINE ADVERTISING.

SHREDDED WHEAT COMPANY,
NIAGARA FALLS, March 23, 1909.

Editor of PRINTERS' INK:

At one of its recent noonday meetings the Buffalo Ad Club listened to an address on "The Value of Magazine Advertising," by Mr. Haskell, president of The Carborundum Company of Niagara Falls.

Mr. Haskell was no doubt asked to talk to the Club upon this subject for the reason that Mr. Haskell does not advertise in the magazines, knows nothing about magazine advertising and does not believe in magazine advertising. His qualification for handling the subject in a comprehensive and illuminating manner is, therefore, undisputed. That Mr. Haskell regarded his qualifications as ample and sufficient was plainly evident from the breezy and self-confident manner in which he sailed into the subject. Here is a quotation from his speech:

"In the year 1907 we paid for advertising space in magazines the sum of \$6,138.50. During the same year we received orders in response to those advertisements to the aggregate amount of \$268.19.

"Assuming that the goods so sold cost us nothing to make, it looks very much as if the combined eloquence of the gentlemen mentioned earlier in this address cost us for the year named the net sum of \$5,870.31.

"I will not give you the name of the publication for fear it would excite unpleasant envy on the part of its less successful contemporaries; but the grandest experience we had in the way of realized hopes was with one magazine from which an ad costing us \$108 brought us orders aggregating 75 cents.

"Magazine advertising certainly does pay—exactly as teeth are extracted without pain—to the dentist."

If it is true that Mr. Haskell spent \$6,138.50 for advertising Carborundum in the magazines he should be required to reimburse his company to this amount. Certainly Mr. Haskell is "easy" when he yields to the blandishments of the smooth-tongued magazine representatives when they persuade him that Carborundum is a magazine proposition. Carborundum is sold through dealers to manufacturers and mechanics. It is not a commodity for popular consumption. It is not eaten for breakfast, nor is it an article of wearing apparel. The place for Carborundum advertising is in trade papers that are taken by hardware dealers. Mr. Haskell speaks of having "keyed" some magazine ads. That is impossible. You cannot "key" results from advertising an article that is sold through the trade. The only ad you can "key" is a mail-order ad.

For fear that some one who doesn't know him might take his facetious flapping seriously, it is well to know just how much advertising Mr. Haskell has done in the magazines and to what extent he is qualified to speak on the value of this kind of publicity.

TRUMAN A. DEWESE.

APRIL MAGAZINES.

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Country Life in America (cols.)	248	42,697
Everybody's	174	37,172
McClure's	147	33,152
Cosmopolitan	147	33,040
System	144	32,312
World's Work	124	28,448
Review of Reviews	123	27,613
Munsey's	121	27,328
American Magazine	116	26,180
Sunset	102	23,988
Scribner's	92	20,647
Pacific Monthly	85	19,134
Garden Magazine (cols.)	130	18,264
Century Magazine	80	18,060
Harper's Monthly	80	18,036
Red Book	72	16,128
Suburban Life (cols.)	91	15,758
Uncle Remus's Magazine (cols.)	79	14,882
Success (cols.)	84	14,194
Outing Magazine	62	14,034
Hampton's Magazine	62	14,032
Field and Stream	62	13,978
Argosy	60	13,838
International Studio (cols.)	90	12,868
Book-Keeper	57	12,824
House Beautiful (cols.)	87	12,286
Theatre Magazine (cols.)	59	10,177
Amer. Homes and Gardens (cols.)	58	10,027
Ainslee's	43	9,814
Current Literature	43	9,702
Popular	43	9,632
Pearson's	42	9,590
Technical World	42	9,422
Overland	41	9,184
Outdoor Life	40	9,086
Van Norden	38	8,680
Circle (cols.)	50	8,484
Putnam's and The Reader	33	7,580
Human Life (cols.)	40	7,520
All-Story	33	7,406
National	33	7,392
Smith's	31	7,126
Atlantic Monthly	31	7,066
Recreation (cols.)	40	6,992
Blue Book	27	6,160
Strand	24	5,376
House and Garden (cols.)	37	5,180
American Boy (cols.)	24	4,972
Appleton's	19	4,400
St. Nicholas	11	2,464
Smart Set	11	2,345

VOLUME OF ADVERTISING IN LEADING
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Ladies' Home Journal (cols.)	209	41,800
Delineator (cols.)	170	34,041
New Idea (cols.)	160	30,172
Designer (cols.)	150	30,100
Woman's Home Comp'n (cols.)	149	29,882
Good Housekeeping	111	24,911
Pictorial Review (cols.)	97	16,408
Ladies' World (cols.)	80	16,039
Modern Priscilla (cols.)	89	14,714
Housekeeper (cols.)	69	13,800
McCall's Magazine, (cols.)	98	13,369
Harper's Bazar	56	12,572
American Home Monthly (cols.)	18	3,775

VOLUME OF ADVERTISING IN LEADING
WEEKLIES FOR MARCH

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Collier's	107	20,509
Outlook (pages)	66	14,784
Saturday Evening Post	83	14,110

	Pages	Agate Lines
Vogue	56	8,636
Life	57	8,040
Independent (pages)	35	7,980
Literary Digest	28	7,878
Leslie's	28	5,733
Town Topics	31	5,152
Associated Sunday Magazine	27	5,066
Illustrated Sunday Magazine	13	2,600
Youth's Companion	7	1,500

Week ending March 14:

	Cols.	Agate Lines
Saturday Evening Post	136	23,120
Collier's	59	11,210
Literary Digest	39	7,840
Life	56	8,567
Outlook (pages)	23	5,380
Associated Sunday Magazine	25	4,770
Leslie's	24	4,627
Vogue	13	4,354
Independent (pages)	16	3,590
Town Topics	20	3,376
Illustrated Sunday Magazine	15	2,859
Youth's Companion	7	1,510

Week ending March 21:

Vogue	204	31,458
Saturday Evening Post	84	14,280
Collier's	58	11,120
Literary Digest	44	6,272
Outlook (pages)	23	5,152
Illustrated Sunday Magazine	24	4,700
Life	28	4,050
Youth's Companion	21	3,940
Associated Sunday Magazine	21	3,924
Leslie's	18	3,720
Independent (pages)	16	3,646
Town Topics	15	2,602

Week ending March 28:

Outlook (pages)	125	28,000
-----------------	-----	--------

Important

I selected two magazines to run one page in one issue as a test: one of the magazines was "System;" the other was a well-known magazine having more than ten times the circulation claimed by the System Company, and costing more than five times the rate per page. "System" brought over 1000 replies; the other brought 150 replies, showing that "System" was read by home owners and business men. I will not name the other magazine, as the results obtained by it from other kinds of advertising matter were good, but not for this class of machine.

More Important

From an article in March number of Advertisers' Magazine, describing the advertising of an expensive article for home use.

SYSTEM

THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

	Page	Agate Lines
Saturday Evening Post.....	101	17,170
Collier's.....	50	11,287
Literary Digest.....	60	8,515
Life.....	40	8,630
Associated Sunday Magazine...	28	8,211
Leslie's.....	22	4,572
Town Topics.....	24	4,022
Vogue.....	26	3,966
Independent (pages)...	16	3,766
Illustrated Sunday Magazine...	16	3,040
Youth's Companion.....	10	2,000

Totals for March:

Saturday Evening Post.....	68,680
Collier's.....	54,106
Outlook.....	53,256
Vogue.....	48,404
Literary Digest.....	30,506
Life.....	23,287
Independent.....	18,982
Associated Sunday Magazine...	18,971
Leslie's.....	18,662
Town Topics.....	15,162
Illustrated Sunday Magazine...	13,190
Youth's Companion.....	8,149

IN THE APRIL MAGAZINES.

At this season of the year the big moguls in the magazine field, who have been monopolizing the first places on the monthly advertising summary, have to step down to the outdoor magazines, whose advertising harvest time is now occurring.

However, the amount of advertising in the more strictly general magazines is by no means decreasing. Some very high totals are attained, averaging from 20 to 30 per cent increase over the same month of last year.

A few new accounts are appearing, and many old advertisers are increasing their space. Some new underwear accounts are appearing, such as Roxford, and Cooper's, while Porosknit is conducting a considerable campaign. There is activity in glove advertising—the new Kayser glove ads are making their appearance, and Fownes, after many years of other kinds of advertising, are going into the magazines also.

There is activity among the tailoring advertisers, and the paint advertisers are making their spring drive for business with more than usual vigor and large space. Railroad and vacation advertising is also active, as well as all advertising with an outdoor appeal.

In general, the volume of business is distinctly encouraging, but

still not yet as active as signs indicate that it will be when tariff revision and perfect normal confidence arrive.

MAY "EVERYBODY'S" BREAKS ALL RECORDS.

The May number of *Everybody's Magazine* has just gone to press with the largest amount of advertising probably ever carried by any general magazine—193 net cash pages. Shortly after the forms closed three more pages came in, but will not be run. As an extra article by Lawson is to be carried and the text pages increased, the May *Everybody's* will be a book of 352 pages. From the time the April number was closed, says Mr. Frothingham, the May advertising that came in kept ahead of last year's records by fifteen to twenty pages.

BANK ADVERTISING AND CONFIDENCE IN TIME OF PANIC.

In a recent address, Edwin Irving Haines of the *American Banker*, before the American Institute of Banking, made the following interesting points on bank advertising:

During the recent financial panic the money stringency was largely augmented, if not in a measure actually caused by, withdrawals of deposits on the part of those who "were afraid of the banks." It is a well-known fact that the best advertised financial institutions suffered the least in this respect, the public evidently having more confidence in the strength and solidity of the banks which had through their publicity engendered a feeling of intimacy between the public and themselves. Out of seventeen failures reported outside of New York City, only three made even a pretense of advertising, and these only by running a card in the columns of the newspapers, rarely even changing the style of the advertisement, a method which hardly justifies the term "modern advertising."

A bank's financial publicity plan should be constructed with an idea of expansion. The bank should not only be satisfied with getting money from its home city or town, but should want to reach the outlying districts as well. If a bank's proposition is worthy the consideration of the people in the home city there is no reason why the people of the next county should not consider it.

Major Wm. W. Crane has been made assistant general manager of the American Printing Company, Limited, New Orleans.

AINSLEE'S for May

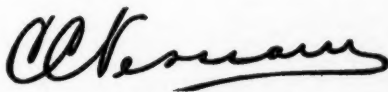
Contents that Build Advertising Worth

That "Goose Girl" story! One minute you are in the presence of royal folks, and then you follow the Goose Girl into a socialist meeting place in the cellar and hear the steins clack! Yet it is all logical and fascinating—it all occurs in following the surprises of an ever-shifting thread of love and plotting. It's Harold MacGrath's best work—an author whose power of interesting people by the hundred thousand is proved by his former books—"best sellers," every one.

Then comes a funny story about an old maid and how she was cured; and *then* you come upon a complete novel of the kind of society we know most intimately—the story of "A Family Tangle" in modern well-to-do life. *Such* a tangle!—all because a kind-hearted man befriended a young newspaper woman when she was down and out. It ends up—well, you know.

There's as varied and bright a bunch of short stories as you could get by buying half a dozen other magazines. That one about politics in "Arizony" is the kind people remember a long time. Merely the names of the writers tells a tale of interest that can't be denied—Marie Van Vorst, Leonard Merriek, Joseph C. Lincoln, Owen Oliver, Arthur Loring Bruce—high-class names which all magazines are anxious to have on their index page, but some of whom write *only* for AINSLEE'S. That other serial running, "In Ambush," drawing to a close, is considered by many the best story in the book.

Now, with such contents, it is not hard to show the advertising value of AINSLEE'S. The magazine that provides such entertainment holds its readers when the advertising pages' turn comes. Proof is here from the most wideawake national advertisers—you can see it for the asking.



79 Seventh Avenue
New York City

A HOUSE ORGAN FOR A TRUST COMPANY.

GOOD RESULTS SECURED BY A PITTSBURGH CONCERN WITH A LIVELY MONTHLY—HOW IT IS HANDLED.

By Edwin B. Wilson.

Advertising Manager, Real Estate Trust Co., Pittsburgh.

One of the most up-to-date developments in trust company advertising is the use of the house organ as an auxiliary to local advertising.

I have been asked to describe our experience with the *Shield*, our monthly. It was started five years ago and was merely the company's customary Rent List with newsy and chatty features added. Later the publication was divided into two parts, the *Shield*, a 24-page, 6½ x 10½ monthly journal, and the *Shield Rent List*, a 12-page 11 x 14 sheet published weekly and containing a complete list with descriptions of properties for rent by the company's Real Estate Department.

The *Shield*, monthly, assumed its present definite form, with minor variations, with the May number, 1907, and has been published regularly every month since that time. It has now reached a circulation of 10,000 copies a month, the mailing list having been built up gradually.

Real Estate Trust Company of Pittsburgh has selected certain "specialties" out of the wide field of trust company operations, separate departments being maintained for the exercise of these special functions, e.g., Banking Department, Trust Department, Mortgage Department, Real Estate (Renting and Selling) Departments.

To correspond with these departmental activities of the company, divisions have been established in the *Shield*, with appropriate headings. One page or more is devoted to each department or division and under it is printed appropriate chat about the company's business, consistent clippings, apt illustrations. The reading matter is chosen with an educational motive, aiming to broaden

the reader on the subject of the department in general and to impress him with the particular advantages of Real Estate Trust Company's Banking, Mortgage or Real Estate Department. No source of good material has been despised and reprints, with credit, are frequently used of appropriate paragraphs from financial journals and other publications, but the reader cannot proceed very far without encountering a suggestion or invitation to do business with the Trust Company.

In addition to the departments corresponding with the Trust Company's departments, the *Shield* has



ONE OF THE COVERS.

its own editorial department in which considerable variety of discussion has been indulged. Sometimes the editorials touch upon matters peculiarly engrossing to the people of Pittsburgh. At other times something national in character will be treated editorially. To illustrate, the February number was made a Lincoln number, the cover being an "all-over" design in which a photograph of Abraham Lincoln was used. The editorial in that number was "The Lincoln Lesson," a suggestion for

the application of Lincoln principles to municipal life.

Every issue of the *Shield* is very different from every preceding one, in respect to cover design, the management's aim being to place a fresh, new journal in the hands of its readers every month—one which will be welcome and will be instantly recognized as something new.

A careful selection of covers pays, as "subscribers" look forward with considerable interest to receiving the next number, knowing it will be entirely different, in outward appearance at least, from all preceding numbers. Frequently letters of congratulation and commendation are received by the Trust Company in regard to the *Shield*, and often readers send word when they are changing their address, in order to avoid missing the paper. Quite often the local papers reprint items from the *Shield*, giving credit therefor. The advertising value of such notices is obvious. In publishing the *Shield*, Real Estate Trust Company of Pittsburg has a two-fold object: to cultivate and keep present patronage and to get new business. Therefore, the 10,000 copies are distributed, first, to present clients of the company in the several departments, and second, to a select list of prospective customers. As the *Shield* is thoroughly representative of all departments of the company's business, its mission is to make the customer of any one department the customer of all departments—and it is accomplishing its mission. On the other hand, a large number of non-customers is being reached every month and is being favorably impressed with the enterprise and importance of the institution.

What are the net results? Old business which might have lapsed is being held tightly. The customer is pleased by the implied courtesy and thoughtfulness of the company in mailing a copy of the *Shield* to him each month, and a cordial relationship is established and cemented. New customers are being brought in daily, attracted by the frank statements and cordial tone of the publication. Con-

siderable space is given in each issue to advertising properties listed for sale with the Real Estate Department. Immediately following the mailing out of the *Shield* there is a very noticeable increase in the inquiries for properties and frequently the inquirer brings in a copy of the *Shield* and asks about such-and-such a house, the picture of which was published. Results in the Banking Department are harder to trace, but as the number of new accounts opened is constantly increasing and the company is doing practically no other advertising of this department, the *Shield* is entitled to credit for most of these. Occasionally a new depositor states that reading the *Shield* induced him to open the account.

The publication was so named because a classic form of shield has been the company's symbol or trade-mark for several years. The shield appears on all of the company's advertising matter, bank stationery, etc., and the Real Estate Department's sale and rent signs are of shield shape.

The success of the *Shield* in trust company publicity demonstrates in general the value of house organ advertising. It will pay any large department trust company to publish a house organ, but great care must be exercised in regard to its make-up and contents.

LA PATRIE Covers the Field and is the most profitable French medium in Canada. Circulation increasing 1,000 per month. Reaches the best purchasing classes in Canada. Rates, etc., on application.

"LA PATRIE"

Daily and Weekly. MONTREAL, CANADA.
LaCoste & Maxwell & Maxwell,
Representatives, New York—Chicago.

The Moving Picture News

(America's Leading Cinematograph Weekly)

Editor, ALFRED H. SAUNDERS

Write to our advertisers and ask their opinion of the value of the "News" as a medium. We reach 7,650 Moving Picture Men throughout the world. Write for sample copy and rates.

CINEMATOGRAPH PUB. CO.
30 West 13th Street, New York

What do you want to know about New England ?

Any advertiser anywhere in the United States who wants information regarding New England, any state, city or town, its population, people, occupation, earning power, names of merchants, druggists, bankers, etc., will receive the information they desire by writing to the Sales Promotion Department, Julius Mathews Special Agency, 2 Beacon St., Boston, Mass.

A BANK THAT HAS MADE ADVERTISING PAY.

THE AMERICAN NATIONAL BANK,
SAN FRANCISCO, January 26, 1909.
Editor of PRINTERS' INK:

Enclosed are some advertisements we have been running in the daily newspapers of San Francisco, and I should be glad to have your opinion of them.

The purpose of the series was to show what services the bank renders to the business man and the business community, the benefit of these services, and how the bank is rewarded for them. The ads have been inserted in

How the Bank Helps

4—Checks, continued

One or two more things balance, the bank pays them in the order of their presentation, without regard to dates or numbers, until the credit is used up.

Many prudent business men make it a rule to deposit every one of their receipts in a bank, and then check out enough cash for little current bills, paying all other bills by check.

In this way they have in their possession a complete record of their cash sales, and to the credit of the check book a complete record of expenditures. The cancelled checks are receipts for all payments, as previously explained.

If a depositor draws several checks in a total amount greater than his credit balance, the bank pays them in the order of their presentation, without regard to dates or numbers, until the credit is used up. The bank will refuse to honor checks presented after that.

A bank is not liable to the holder of a check until it accepts or certifies the check, and is not bound to make partial payment on a check if the drawer has not sufficient funds to his credit to make full payment.

The safety and convenience of a checking account in the American National Bank, centrally located in the commercial district, and having an invested capital and surplus of more than \$1,500,000, ought to be appreciated by every business man. These accounts are always welcome.



The AMERICAN NATIONAL BANK

Merchants' Exchange Building,
SAN FRANCISCO.

(Copyright, 1908, by American National Bank.)

each of the three morning papers once a week, occupying a space of seven inches double column, and having full position.

As none of the other banks here advertise in the newspapers, except to publish their statements occasionally, these ads have attracted quite a little attention, and some adverse criticism. Although it is next to impossible to trace direct results, it may be worth noting that the deposits of this bank during 1908 increased (exclusive of government deposits) about 47 per cent, a larger ratio than was enjoyed by any other banking institution in the city. Whether the advertising helped or not, it is apparent that it did not hinder.

RUSSELL LOWRY,
Assistant Cashier.

C. G. Hailey, formerly advertising manager for the Buffalo Forge Company, Buffalo, N. Y., and more recently with the Keuffel & Esser Co., Hoboken, N. J., has taken a position with the Vechten Waring Company, 92 John street, as assistant to Mr. Waring in the advertising service department.

The "Best Ad" Contest

Printers' Ink offers a cash prize for "Best Ad" examples of national newspaper or magazine advertising which have appeared within 3 months. Send in examples, with a short letter telling why the ad is the best advertising.

Readers of PRINTERS' INK who enjoyed the Worst Ad contest should take even more interest in a Best Ad contest, which should be instructive in a much more positive way than the Worst Ad contest.

"Worst" and "Best" are relative terms, and it will be interesting to watch individual interpretations of what is a good ad.

The Worst Ad judges have awarded second prize to G. B. Harris, Allston, Mass., for entry No. 28.

ing is bound to be successful as long as they produce their copy in this attractive way. CHAS POTTS.

NO. 2.

NEW YORK, April 6, 1909.

Editor of PRINTERS' INK:

Here is a good entry for your "Best Ad" competition. The cut shows every part of the fishing rod in the most attractive, clear manner, with its points emphasized to impress the reader. It makes you feel its excellence and qual-

NO. 1.

VESTAL, N. Y., April 6, 1909.

Editor of PRINTERS' INK:

Enclosed you will find an "ad" that I would call an excellent one; one that presents an article of merit in a meritorious manner—no flippant talk—but



More Than Mere Soap

It is not only a soap, but a skin food. It is the only soap that is so gentle and so effective. It is the only soap that is so rich and so creamy. It is the only soap that is so pure and so clean. It is the only soap that is so soft and so smooth. It is the only soap that is so white and so bright. It is the only soap that is so fragrant and so sweet. It is the only soap that is so perfect and so complete. It is the only soap that is so good and so great. It is the only soap that is so beautiful and so divine. It is the only soap that is so perfect and so complete. It is the only soap that is so good and so great. It is the only soap that is so beautiful and so divine.

How Soap

It is not only a soap, but a skin food. It is the only soap that is so gentle and so effective. It is the only soap that is so rich and so creamy. It is the only soap that is so pure and so clean. It is the only soap that is so soft and so smooth. It is the only soap that is so white and so bright. It is the only soap that is so fragrant and so sweet. It is the only soap that is so perfect and so complete. It is the only soap that is so good and so great. It is the only soap that is so beautiful and so divine. It is the only soap that is so perfect and so complete. It is the only soap that is so good and so great. It is the only soap that is so beautiful and so divine.

How Soap

It is not only a soap, but a skin food. It is the only soap that is so gentle and so effective. It is the only soap that is so rich and so creamy. It is the only soap that is so pure and so clean. It is the only soap that is so soft and so smooth. It is the only soap that is so white and so bright. It is the only soap that is so fragrant and so sweet. It is the only soap that is so perfect and so complete. It is the only soap that is so good and so great. It is the only soap that is so beautiful and so divine. It is the only soap that is so perfect and so complete. It is the only soap that is so good and so great. It is the only soap that is so beautiful and so divine.



Forget about the Price

of our
"TAKAPART"
\$4.50 Rod

Judge it early on its merits.

We won't say a word to you of our \$4 "Takapart" rod in this advertisement.

We want you to learn something—to see this rod to you well—on your own terms. We want you to be the sole judge of its merits, after you have compared and tested it with any other rod of any size on the market. Get your dealer to show you a "Takapart" rod. Look at the rigid tubular frame, drawn from one solid piece of brass tubing. Note the construction of the reel, spool, and guides. Then take the reel apart. Dissect it without tools of any sort by simply unscrewing the reel at either end. Give every part of the reel your most critical scrutiny. Now spin the reel and test its running qualities.

While you are examining and testing it, keep your iron-clad guarantee in mind, namely, that you must be perfectly satisfied with the quality of workmanship and material and that the rod must be perfect in every respect or your money will be refunded without a question.

If you will do this you will buy the rod—and you will do the proudest. We are well of the fishes the success of our business on the honest opinion of any fisherman in America or the world.

"TAKAPART" (Capacity 100 yards) \$4.50
"TRIPART" (Capacity 50 yards) \$3.00

both fully guaranteed.

See the new "Takapart" advertisement in this issue. It is a complete, free booklet.

HOLD BY DEALERS EVERYWHERE

Made by
A. F. MEISELBAUGH & SONS, 19 Pleasant St., Newark, N.J.

ity at once. The copy is good "reason why" talk frankly describing the merits of the rod. The fishing vignette in background is good suggestive work. The whole ad is "real stuff advertising," to my mind. It's the first time that any fishing rod advertiser has come right out vigorously with the truth about rod-buying.

JAMES B. THOMPSON.

with copy that is in harmony with an attractive layout.

Perhaps Palmolive Soap will never "dent" Ivory's sales, but their advertis-

The Davis Soap Company, Chicago, is putting out orders through H. W. Kastor & Sons, St. Louis, for 14, 18 and 20-line display copy advertising for agents. Magazines, mail-order papers and weekly editions of dailies are being used.

THE MAN BEHIND THE JOB.

THE job is no better than the man behind it. Most advertising matter conveys the impression that it is machine-made.

A machine is a useful and necessary thing, but its limitations are many. It cannot think. It is incapable of enthusiasm. It has no inspirations. High aims and lofty purposes are beyond its scope.

Many men grow to be mechanical in their methods. In order to secure a satisfactory and profitable piece of advertising matter the machine and the man both need the guidance and control of ambition, inspiration, enthusiasm and determination to excel.

Every department in this business is under the immediate charge of a man possessing these attributes and meeting these requirements.

There is a man behind every job whose one intense purpose is to make that job just as near perfection as human effort can make it. This is true of our art department, our copy staff, and our mechanical departments. The result is the production of advertising matter of all kinds in which the machine is subordinated to the man and in which the man behind the job is the right man in the right place.

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

41 Union Square, New York City

Telephones { 4848 } Stuyvesant
 { 4847 }

COMMERCIAL ART

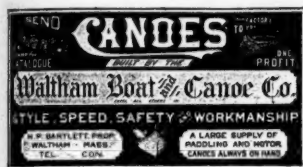
By GEORGE ETHRIDGE, 41 Union Square, N. Y.

The Waltham Boat and Canoe advertisement shown here looks like a collection of samples from a manufacturer of brass name plates—nailed up on a wall and photographed.

After this was done, the maker

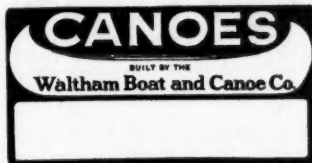
canoes—a remarkable feat of compression.

The advertisement marked No. 2 doesn't contain nearly so many things, but it presents a somewhat more commendable appearance. It is always true that the less detail



No. 1

of this advertisement discovered that there remained three little spaces, each about the size of the little finger-nail of a recently born infant. Into these spaces he has succeeded in introducing three



No. 2

there is in a small advertisement the better, but it seems to take the advertising public a long time to find it out.

* * *

These are the reasons why this C/B Corset newspaper advertisement is good.

The corset is shown in a manner which will enable the interested person to study its every detail. The entire picture of the woman is not only attractive but specially adapted to newspaper work.

The name of the corset is strongly displayed. The arrangement of the entire advertisement is graceful, harmonious and adapted to the subject upon which the advertisement treats.

This ad stands out very strongly but pleasantly in the newspapers in which it appears.

* * *

The difficulties in advertising a floor paint or similar preparation by means of pictures is illustrated by this Standard Oil magazine advertisement—which endeavors to overcome them but does not.

It is true that this picture shows an excellent stretch of floor, but



A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Anniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 18,370. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,061. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA

Oakland, Enquirer. (Consolidation Enquirer and Herald.) Average for 1908, 49,478. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 63,069; Sunday, 81,322.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Kowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily. Average for Jan., 1909, sworn, 12,527. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.



Meriden, Journal, evening. Actual average for 1906, 7,660. Average for 1907, 7,743.

Meriden, Morning Record and Republican. Daily average 1906, 7,672; 1907, 7,769.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,364; Sunday, 12,567.

New Haven, Leader. 1907, 8,327. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,570.

New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,323; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,763 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. Mar., 1909, 12,915. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union dy. av. Mar. 17,814; S. 19,909. Benjamin Kentnot Co., N. Y. Chi Sp A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 2,541.

ILLINOIS

Anrora, Daily Beacon. Goes into homes. June, '08, 7,954; July, 8,396; August, 9,469.

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Chicago, *Breeder's Gazette*, weekly. \$2. Average for 1928, 74,342.

Chicago, *Dental Review*, monthly. Actual average for 1907, 4,018; for 1908, 4,097.



Chicago *Examiner*, average 1907, Sunday 628,612, Daily 165,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

☞ The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, 52,217; Jan., Feb., March, '08, 53,087.

Chicago, *Record-Herald*. Average 1907, daily 181,544; Sunday 216,444. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

☞ The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy



Galesburg, *Republican-Register*, Eve. Jan. av. 6,769. Double circulation other Galesburg daily.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,323. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 21,659.

INDIANA

Evansville, *Journal-News*. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly Actual net average for 1907, 26,113.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,877; weekly, 2,641.

South Bend, *Tribune*. Sworn average year ending Dec. 31, '08, 9,329. Best in No. Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, 9,159. "All paid in advance."

Davenport, *Times*. Daily aver. Mar., 17,044. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, 41,882. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1907, 11,349; Sunday, 12,058.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people

KANSAS

Hutchinson, *News*. Daily 1907, 6,870; first 5 mos. 1908, 4,767. E. Katz, Special Agent, N. Y.

KENTUCKY

Harrodsburg, *Democrat*. Best county paper, best circulation; largest county paper, largest cir.

Lexington, *Herald*. D av., 1908, 7,184. Sunday 8,358. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*, Av. '06, evening 5,167, Sun. 6,793; for '07, eve's, 5,390, Sun. 7,102. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid 42,940.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,394,444.

Augusta, *Kennebec Journal*, daily Average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily 10,070; weekly, 25,727.

Phillips, *Maine Woods*, weekly. J. W. Brackett Co. Average for 1908, 7,977.

Portland, *Evening Express*. Average for 1908, daily 14,451. Sunday *Telegram*, 10,061.

MARYLAND

Baltimore, *American*. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, 84,395 For March, 1909, 87,160.

☞ The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (☉☉). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily. 176,297; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



Boston, *Traveler*, daily. Est. 1825. The aggressive evening paper of Boston. Sworn detail circulation statement recently sent to advertisers shows circulation of over 87,000, of which 90 per cent. is in Metropolitan Boston.

★ THE Boston Post, Sunday av., 1908, 258,846, gain of 12,083 over 1907. Daily average 1908, 285,554, gain of 11,554 over 1907.

Only three Sunday newspapers in the country—outside of New York City—exceed the circulation of The Boston Sunday Post.

Only one morning newspaper—and that in New York—exceeds the circulation of the Boston Daily Post. Not over two evening newspapers in the country outside of New York—and only two there—exceed its circulation.

In daily display advertising The Boston Post leads its chief competitors, the *Globe* and *Herald*. In Sunday display advertising The Boston Sunday Post is second only to the Boston Sunday *Globe*. In agency advertising it leads all Boston papers, daily and Sunday. Rate 25c. per agate line.

★ Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1907, 3,012.

Fall River, Evening News, guarantees to advertisers largest circulation in Fall River. Average, 1908, 7,639. For 50 years Fall River's Home Paper. Recent test made by one of the local department stores on three different occasions resulted in more than twice as many sales through the News as through the other papers combined. The Quality of the News' circulation counts.

Fall River, Globe, The clean home paper. Best paper. Largest cir. Actual daily av. 1908, 7,473.

Lawrence, Telegram, evening, 1907 av. 8,939. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1907, 16,522; 1908, average, 16,396. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, 18,361.

Worcester, Gazette, eve. Av. 1907, 14,683 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (©©). Paid average for 1907, 4,286.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 5,000.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson Patriot, Average Feb., 1909, daily 9,366, Sunday 10,324. Greatest net circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1908, 14,320. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1908, 19,886; March, 1909, 20,411.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 23,093. Largest by thousands.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1908, 27,187; average for 1909, 100,266; for 1907, 103,583.

The absolute accuracy of Farm, Stock & Home's circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 28,281.

★ Minneapolis, Journal, Daily (©©). In 1908 average daily circulation evening only, 75,639. In 1908 average Sunday circulation, 72,419.

Daily average circulation for March, 1909, evening only, 73,766. Average Sunday circulation for March, 1909, 72,980. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance.) The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.

©© Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1907, 54,362.

CIRCULATIN' MINNEAPOLIS, TRIBUNE, W. J. MURPHY, PUBLISHER. ESTABLISHED 1867. OLDEST MINNEAPOLIS DAILY.

The Sunday Tribune average per issue for the year ending December, 1908, was 68,306. The daily by Am. Newspaper Directory for the year ending December, 1908, was 90,117.

St. Paul, Pioneer Press. Net average circulation for 1907. Daily, 35,716; Sunday, 39,468.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1907, 1,062. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1907, 17,030. E. Katz, Special Agent, N. Y.

Kansas City, Post. Only Democratic paper between St. Louis and Denver. Circulation, daily and Sunday, 66,000.

St. Joseph, New-Press. Circulation, 1908, 38,220. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1907, 10,570. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, 104,666.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. 143,245 for year ending Oct. 30, 1907.

Lincoln, Freie Press, weekly. Average year ending Sept. 25, 1907, 142,988.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city. Average for 1907, 4,271.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Jersey City, Evening Journal. Average for 1908, 24,978. Last three months 1908, 26,021.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Av. 1906, 18,237. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, Evening Journal. Daily average for 008, 16,950. It's the leading paper.



Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 62,288.

Buffalo, Courier, morn. Av. 1907, Sunday, 447, daily, 61,604; *Enquirer*, evening, 24,570.

Buffalo, Evening News. Daily average 1906, 94,473; 1907, 94,843; 1908, 94,033.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1908, 5,132.

Mount Vernon, Argus, eve. Daily av. cir. year ending Mar. 31, 1909, 4,768. Only daily here.



Newburgh, Daily News, evening. Average circulation entire year, 1908, 6,229. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 3 mos. to March 31, 1909, 10,509.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Benziger's Magazine, Circulation for 1907, 64,416; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, 26,641 (©©).

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. 160,000 guaranteed.

The People's Home Journal. 664,416, mo. Good Literature, 456,666 mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, 10,250 Dec., 1908 issue, 10,000.

The World. Actual aver. for 1907, Mor., 245,424. Evening, 405,172. Sunday, 483,336.

Poughkeepsie, Star, evening. Daily average for first six months 1908, 4,405; June, 4,591.

Rochester, Daily Abendpost. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average 1906, 16,309; for 1907, 17,152.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1908, daily 24,067; Sunday, 40,951.



Troy, Record. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mc Average for 1907, 2,542.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 16,274.

OHIO

Akron, Times, daily. Actual average for year 1908, 8,977; 1907, 9,551.

Ashtabula, Amerikan Sanomat Finnish. Actual average for 1907, 11,190.

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, 74,911; Sunday, 88,373, Feb., 1909, 73,833 daily; Sunday, 99,871.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, 21,217.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. '07, 447,348.

Springfield, Poultry Success, monthly av., 1907, 33,250. 2d largest published. Pays advertisers.

Youngstown, Vindicator. D'y av. '08, 18,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906, 6,514; for 1907, 6,659. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1908 aver., 26,955, Mar., '09, 30,232. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal,** daily average 1908, 30,207; Feb., for 1909, 31,780. Benjamin & Kentnor Company, Representatives, New York and Chicago.



Portland, The Oregonian, (©©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Mar. NET PAID circulation, daily, 37,913, Sunday average, 47,862.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, 7,888. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, 19,487; Mar., 1909, 19,052. E. Katz, Special Agt., N. Y.



Harrisburg, Telegraph. Sworn average February, 1909, 16,023. Largest paid circulation in Harrisburg or no pay.

Johnstown, Tribune. Average for year ending December 31, 1908, 11,161. Only evening paper in Johnstown.

Philadelphia, *The Bulletin*, net paid average for March, 1909, 258,269 copies a day. "The Bulletin goes daily (except Sunday) into nearly every Philadelphia home."

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 6,826.

Philadelphia, *Confectioners' Journal*, mo. Average 1906, 5,514; 1907, 5,514 (©©).



There are six different manufacturers of silos advertised in *Farm Journal*, Philadelphia, for May and not a single ensilage cutter represented! Of course it is true that a silo must be built before it is filled and that a cutter is not needed until the corn is ready for cutting, still now is the time to begin in dead earnest. It will take six makes of ensilage cutters to fill the six kinds of silos and the many hundreds which have been built in previous years. Who speaks first?



Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, 95,349; the Sunday *Press*, 133,584.

West Chester, *Local News*, daily, W. H. Hodgson, Av. for 1907, 15,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1908, 18,185—sworn.

Providence, *Daily Journal*. Average for 1908, 20,210 (©©). Sunday, 25,861 (©©). *Evening Bulletin*, 46,373 average 1908.

Westerly, *Daily Sun*, George H. Utter, publisher. Largest circ. south of Providence.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 6 mos., 1908, 4,856; June, 8,184.

Columbia, *State*. Actual average for 1908, daily (©©) 13,416 Sunday, (©©) 14,130.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

TENNESSEE

Knoxville, *Journal and Tribune*. Week day av. year ending Dec. 31, 1908, 15,888. Week-day av. November and December, 1908, 16,909.

Memphis, *Commercial Appeal*, daily, Sunday, 1908, average: Daily, 43,786; Sunday, 63,793. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1906, 31,455; for 1907, 36,206; for 1908, 36,554.

TEXAS

El Paso, *Herald*, Jan. av. 9,005. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

Bennington, *Banner*, av. 1907, 2,619. Permission examination of circulation given A. A. A.

Burlington, *Free Press*. Daily average for 1908, 3,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,327. Only Montpelier paper examined by the A. A. A.

Rutland, *Herald*. Average, 1908, 4,558. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,123. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1908, 3,066; Mar., 1909, 3,866. Largest circulation. Only evening paper.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, circ. of 69,436 daily, 83,762 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,466 lines.

Seattle, *Post-Intelligencer* (©©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality; best service; greatest results always.

Tacoma, *Ledger*. Average 1907, daily, 17,482 Sunday, 25,002.

Tacoma, *News*. Average 1907, 16,555; Saturday, 17,610.

WEST VIRGINIA

Fairmont, *West Virginian*. Copies printed, 1907, 2,800. Largest circulation in Fairmont.

WISCONSIN

Jamesville, Gazette. Daily average, March, 1909, daily, 4,808; semi-weekly, 1,798.

Madison, State Journal, daily. Actual average for 1907, 8,086.

Milwaukee, Evening Wisconsin, daily. Average 1907, 22,022 (C). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee, The Journal, ev.-ind daily. Daily average for 1908, 85,837; for Feb., 1909, 89,392; daily gain over Feb. 1908, 8,020. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

Oshkosh, Northwestern, daily. Average for 1908, 8,898. Examined by A. A. A.

Racine, Journal, daily. Average for 1908, 4,380; December, 1908, 4,613.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 30, 1907, 84,317. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

**WYOMING**

Cheyenne, Tribune. Actual net average six months, 1908, daily. 4,877; semi-weekly, 4,420.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908, 15,922; Mar., 1908, 14,932; Mar. 1909, 17,425; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, 37,096; daily Feb., 1909, 39,889; weekly 1908, 27,428; Feb. 1909, 30,674.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1908, 17,645. Rates 56c. in.

Winnipeg, Telegram, Daily average for Feb. '09, 26,525. Weekly aver., 29,600. Flatrate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 108,828, weekly 80,197.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1907, 82,837 copies daily; the *Weekly Star*, 129,335 copies each issue.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington. D. C. (C), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign News is the leading Want ad. medium of Central Eastern Illinois.

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA**THE INDIANAPOLIS STAR**

Publishes more classified advertising than any other paper in Indiana.

During the the year of 1908 The Star carried 309.48 columns more paid WANT advertising than its nearest competitor.

Rate, One Cent Per Word.
The only Sunday Paper in Indianapolis.

MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in March, 1909, amounted to 215,796 lines; individual ads 28,459.

Eight cents per agate line it charged. Cash order one cent a word.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. by Am. News-paper Directory Daily or Sunday.

THE St. Paul *Dispatch*, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(○○○) Gold Mark Papers (○○○)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (○○○).

ALABAMA

The Mobile *Register* (○○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1908, 36,762 (○○○).

GEORGIA

Atlanta *Constitution* (○○○). Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (○○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (○○○), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (○○○). Actual average circulation for 1908, 15,000.

KENTUCKY

Louisville *Courier-Journal* (☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,794; weekly, 17,545 (☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉).

Boston *Commercial Bulletin* (☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉), established 1830. The only gold mark daily in Boston.

Springfield *Republican* (☉). Largest high-grade circulation in western Mass.

Worcester *L'Opinion Publique* (☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉).

Pioneer Press (☉). St. Paul. Most reliable paper in the Northwest.

NEW YORK

Army and Navy Journal, (☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉) is THE advertising medium of Brooklyn.

Century Magazine (☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*. —Printers' Ink.

New York *Herald* (☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater city sale than any other New York morning newspaper except one.

New York *Tribune* (☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉) carried more advertising in 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 95,349; *The Sunday Press*, 133,984.

THE PITTSBURG
(☉) DISPATCH (☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk *Loudmark* (☉). Oldest and most influential paper in tidewater.

WASHINGTON

The *Post Intelligencer* (☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The Seattle *Times* (☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉), and tremendous pulling power are synonymous.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY, Omaha, Neb. Newspapers and Magazines.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

THE Saturday Evening Post covers every State and Territory.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

Do you want to reach the English reading Public of Mexico or the Tourist and Investor interested in the Republic. *Mexico To-Day*, Official Magazine National Railways of Mexico, the only medium. Thousands of copies circulated in United States, Canada, Europe, South America and Mexico monthly. Address, "MEXICO TO-DAY," San Antonio, Texas.

ADVERTISING NOVELTIES

GET our price on any advertising novelty or premium. We have everything. Right prices. Prompt service. Write **KLINE ADV. AGENCY,** Ridgway, Pa (Branch at Buffalo).

BANK ADVERTISEMENTS

450 Bank Ads \$5.00

Subjects include about 100 each for Savings Accounts, General Banking Facilities, Safe Deposit Vaults and Trust Dept., also some for Title Insurance, Time Deposits, etc. Same as formerly prepared at 50c. to \$2 each for several of the best-advertised banks in the country. Includes complete copy for numerous form letters, street car cards, folders, booklets, illustrated ads, etc. Supply limited. Order at once. Sent post paid on receipt of price. (No samples). Address **W. A. LYDIATT,** care **Printers' Ink,** 12 W. 31st St., N. Y. City.

BANK ADVERTISEMENTS

106 QUALITY BANK ADS \$3.00

If you want to increase your deposits and general banking business, send for my latest book, "Quality Bank Ads." This book is by a bank advertising man, and contains 106 ads devoted to Savings and Commercial Accounts, Safe Deposit Boxes, Pay Day Ads, and Display Ads. Each ad is typographically arranged—ready for the compositor. Book sent anywhere on receipt of three dollars.

N. S. SWISHER

304 S. Main Avenue

Scranton, Pa.

AD-CRAFT ADVERTISING

ASSURES the Manufacturer and Merchant the best ability possible to make his Sales Department successful. *It reduces expense and produces results at less expense.* Ad-Craft Advertising is unlike any other form of so-called advertising. To such Business Men as are interested in knowing more about our kind of service we will send our Ad-Craft Folder, "A Bit of Something," that will offer further thought. Write on your letter-head. AD-CRAFT COMPANY, Bridgeport, Conn. At ye P. O. Box 979.

BILLPOSTING AND DISTRIBUTING

BERNARD'S Soliciting Dept. Representing members of the Associated Billposters; can furnish estimate for a billposting campaign to cover any city, state, or section of country. First-class service at Association rates, under Association guarantee and with full co-operation of every billposter with this Agency in producing the best possible results for the Advertiser. CHAS. BERNARD, Suite 600, Rector Building, Chicago.

CALENDARS FOR PRINTERS

THE largest variety in Imported and Domestic calendars for 1910—The Selling Kind—at a great saving in prices. Sample sets ready now, for printers who will place a deposit for same. PENN CARD & PAPER CO., 18 N. 6th St., Philadelphia, Pa.

COIN CARRIERS

\$3 PER 1,000. Less for more; any printing, The COIN WRAPPER CO., Detroit, Mich.

CORRESPONDENCE SCHOOLS.

LEARN BY MAIL—BOOKKEEPING, ARITHMETIC (The Best), or James' Shadeless Short-hand, Typewriting, Penmanship, Business Arithmetic, Business Letter Writing and Simplified English. Address TOBY'S SCHOOL OF CORRESPONDENCE, 156 Fifth Avenue, room 468, New York, N. Y., or Waco, Texas, Drawer 69.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HALFTONES for the newspaper or the better class of printed matter. THE STANDARD ENG. CO., 560 7th Ave., New York.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

ELECTROTYPES

Get Our Prices
On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block Cincinnati, O.

FOR SALE

FOR SALE—A thirty-inch ROLLER EMBROIDERING MACHINE with pulley attachment—machine has been used less than 100 hours since installed. It is in A-number one condition and will be sold at an attractive price. For information address THE ONONDAGA BINDERY, Syracuse, N. Y.

HELP WANTED

ONE of the largest Pacific Coast newspapers wants a classified advertising man who has been up against real competition. Paper now controls classified business. State experience and full particulars first letter. Address "P. O.," care Printers' Ink.

FREE REGISTRATION is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (4500 minion), not over \$22. Good positions open. Booklet sent free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

ONE of the largest furniture houses of the Pacific Coast wants an Advertising Writer who is also a Salesman; one who can dress windows and is a card-writer preferred. State experience, age and salary expected in first letter. Address "O. J.," care Printers' Ink.

MISCELLANEOUS WANTS

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success to my teachings. GEORGE H. POWELL, Advertising and Business Expert, 1155 Metropolitan Annex, N. Y.

MULTI-TYPEWRITING

MULTI-TYPEWRITING, Addressing, Printing, Copy for Sales-Literature. Write on letterhead. R. & P. ADVERTISING SERVICE, Detroit, Mich.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Established 1869.

PHOTO RETOUCHING

DESIGN, ILLUSTRATE, LETTER AND RETOUCH PHOTOGRAPHS. HAVE HAD 10 YEARS EXPERIENCE, PRICES MODERATE. ADDRESS "EXPERI," CARE PRINTERS' INK.

POSITIONS WANTED

A D WRITER well versed in business pulling ad writing, desires position with advertiser. References. "W. D.," care Printers' Ink.

CANADIAN (23), high school education, 4 y's experience as salesman and copy writer for large firms, wishes inside work with agency. New England preferred. Best references. A. H. Wilkins, 374 Wellington St., W. Toronto, Can.

ALL AROUND ADVERTISING MAN—of wide experience, both East and West, with thorough knowledge of copy writing, engraving, printing, layouts, wants outside or inside position, N. Y. prefer'd. 'R' care Printers' Ink.

ADVERTISING MANAGER wants position on daily newspaper (Western Canada preferred). At present Advertisidg Manager of largest morning and evening papers in city of 60,000. Best of references. Address "K.," care Printers' Ink.

CIRCULATION MANAGER, thoroughly experienced in trade paper work, original and aggressive, at present employed, wishes to change. Best of references furnished. New York publication preferred. Address "L.S.M.," care Printers' Ink.

Editor—Proofreader—Educated, experienced printer seeks position to prepare copy, read proofs, make up pages and attend all details of publication, newspapers, books advertising periodicals. Address "B.," care Printers' Ink.

YOUNG MAN (18) desires to become located as office assistant with reliable advertising firm, where worth and application will be rewarded. Stenographer and bookkeeper of experience—accurate at figures. Best of references. Address "T. G.," care Printers' Ink.

ADVERTISING MAN—Knows how to write good, business-pulling ads. Understands advertising in all its branches, also the preparation of printed matter, engraving, electrotyping; and can economically manage this branch of a business on a high standard. Also thoroughly experienced in bookkeeping, stenography, and office systems. American, highly educated, age twenty-five; ambitious and thorough worker. Six years business experience. At present employed, but desires something better, where faithful effort and demonstrated ability will be rewarded. If you are looking for a very high class man, with exceptionally high references. Address "A. M.," care Printers' Ink.

MORE FARM PAPERS THAT GUARANTEE ADVERTISING.

THE PROGRESSIVE FARMER—THE SOUTHERN FARM GAZETTE.

Raleigh, N. C., April 2, 1909.

Editor of PRINTERS' INK:

I notice you publish a list of farm papers that guarantee their advertising.

Please add to that list *The Progressive Farmer*, Raleigh, N. C., and *The Southern Farm Gazette*, Starkville, Miss. These papers have carried "Fair Play" notices since January 1, 1909.

CLARENCE H. POE,
General Advertising Manager.

PRINTING

PRINT TALK is a little publication telling about the better sort of commercial stationery—the kind I print. I'll send a copy free, if you write on your printed letter-head. J. C. SWEET, Lock Box 161B, Winsted, Conn.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 88, Cuba, N. Y.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

A Great Trade Journal

For good reasons owner would consider selling a most excellent trade monthly. It has good paid circulation, together with age and influence in very important field. Its future possibilities are large. It now pays \$20,000 per year in profits above good salaries. This property should appeal to publisher who takes a broad and constructive view of business, who is also capable of meeting men of large affairs on their own ground. Price, \$150,000. Principals only. Box 123, Care **PRINTERS' INK**.

For the first time in the history of Cleveland, a Sunday paper has passed the 100,000 mark in paid circulation, the *Plain Dealer's* average for March being 103,637. The average daily circulation in March was 79,237.

In 1901 the *Plain Dealer* had but 40,225 Sunday circulation, which indicates the extent of its growth.

The New Jersey *Freie Zeitung*, Newark, is one of the leading German papers in the country. For over fifty years it has maintained a price of 3 cents, and carries a very large volume of local advertising.

Business Going Out

Sherman & Bryan, New York, are placing the advertising of the Fairy Sanitary Crib Company in women's publications exclusively.

Geo. Batten, New York, is sending out Edison Portland Cement renewal contracts.

The Mertz Preparations Company is using 5,000 lines in the South, through Green's Capital Agency, of Washington, D. C.

The Philo Hay Specialties Company, Newark, N. J., is placing contracts with Southern and Western papers for 5,000 lines, business going direct.

Western papers are receiving contracts and copy from Biggs, Young, Shone & Co., of New York, for the American Tobacco Company.

The Ben Leven-Nichols Agency is sending out full pages to a large list of metropolitan Sunday papers and large weeklies, advertising Florida lands for Senator G. W. Dean, of Georgia. This is the second campaign for this company, about \$30,000 having been expended during the months of January and February.

The Boston & Maine R. R. will shortly start its campaign through C. B. Hunt, of New York.

The Merrill Company, New York, is using front-page readers for a plan to secure a list of names, in papers throughout the country.

L. C. Bliss & Co., Boston, are making contracts for 5,000 lines, through Biggs, Young, Shone & Co., of New York.

The Noisette Products Company, New York, will shortly start a campaign in larger cities, through the Ironmonger Agency, of New York.

Adolph Gronmilch, 1246 Brook avenue, New York, is asking for rates generally throughout the country.

The Emergency Laboratories, New York, are placing 10,000 lines in the South, through the National Advertisers' Advertising Agency, New York.

Frank Seaman, New York, is using 10,000 lines for the Holland Medical Company.

The Pepsin Syrup Company is sending out 2,000 inches direct to Southern papers.

In the Men's Wear number of *Collier's* will appear a three-color page for Alfred Benjamin & Co., prepared and placed by Sherman & Bryan, New York.

BOSTON ITEMS.

A list of agricultural papers has been made up for the advertising of the Wright Wire Company, Worcester, Mass. This account is placed by W. L. Weeden, of Wood, Putnam & Wood, and the orders have been sent out to the list.

The Dr. John Wilbur Remedy Company, Westerly, R. I., is sending contracts to New England papers in towns and cities where their product, "Stomach-Rite," is on sale.

The orders for the Moxie Nerve Food Company, Boston, have been sent out by Wood, Putnam & Wood to newspapers throughout the country. The ads this year measure 18 inches, and appear once a month for three months.

Daily newspapers are being used through the Walton Advertising Company for the Smith & Thayer Co., manufacturers of the Winchester Heater.

Copy is going to May issues of the magazines from the F. P. Shumway Company on the Cooper Underwear advertising.

Humphrey O'Sullivan, of rubber heel fame, has been using large space on the front page of Boston papers, soliciting trade for the Merrimack Clothing Company, of Lowell, Mass., a firm in which he is a large stockholder.

The A. W. Ellis Agency has secured an appropriation from Adams, Cushing & Foster for the advertising of Moore's Non-Leakable Fountain Pen. A small list of general publications is to be used.

Additional papers are being added to the list of the Potter Drug & Chemical Co. Contracts are for 1,000 inches or more and cover the advertising of Cuticura Soap and Sanford's Ginger. The business is placed by the Morse International Agency.

Wood, Putnam & Wood are using a few agricultural papers for the advertising of Rockland-Rockport Lime Company. This agency is also handling the advertising of the Worth Cushion Sole Shoe. Newspapers in certain sections are receiving contracts from this agency for the advertising of the Herold Ranges, covering 15-inch space for three months in the spring and three months in the fall.

The Spafford Advertising Agency is using high-grade publications for Bates & Guild, manufacturers of art prints.

The Boston & Maine Railroad is using outing publications, exploiting

its outing and fishing trips. In addition, it is using larger copy in daily newspapers along its line.

Many of the summer hotels of New England are offering exchange arrangements good for meals and rooms during the summer, to general publications which are specially fitted for summer resort advertising.

The Boston office of the George Batten Company has secured an advertising appropriation from the Merrimack Mills, one of the largest mills of New England. For the present women's publications will be used, but it is expected that other mediums will be added later.

The *Maine Farmer*, Augusta, Me., after refusing every kind of medical copy for five years, has decided to accept the advertising of the better grade of medicines. Nothing of the cheaper grade will be taken.

Ernest J. Goulston, 17 Milk street, is handling an appropriation for the Kentucky Taylor Whiskey. Boston papers are being used at present, and later on a list of New England papers will be taken up.

KANSAS CITY—ST. LOUIS NOTES.

H. W. Kastor & Sons have just begun an extensive newspaper campaign for the Truck Growers' Colonization Company, of San Antonio, Tex. Half-page copy is being used in a large list of metropolitan dailies all over the country.

The Pullen-Richardson Chemical Company, St. Louis, begins a large campaign the first week in April for "Caf-E-Kol," a new fountain beverage. Copy and orders are going out through the St. Louis office of Nelson Chesman & Co. to dailies in the South. Contracts for 5,000 lines are being taken out.

The Hamilton-Brown Shoe Company, St. Louis, is using 210-line display copy in daily newspapers published in the Central States. Orders for eight times are being placed through the Gardner Advertising Company, St. Louis.

Chas. L. Johnston, St. Louis, Mo., is conducting a big campaign in the Sunday editions of large dailies in the West, advertising sheet music. One hundred and forty-line general publicity copy is being used. Orders are going out through H. W. Kastor & Sons' St. Louis office.

H. W. Kastor & Sons' Kansas City office is putting out orders in a large list of weeklies for the Itasca Land Company, same city. Variable space is being used.

Nelson Chesman & Co. are putting out orders in farm papers in the Central West for the Buck Roofing Company, St. Louis, Mo. Fifty and 100-line display copy is being used.

H. W. Kastor & Sons' St. Louis office is placing orders in magazines

for the Shackleford School of Music, same city, using fourteen-line display copy.

The Ozment Civil Service College, St. Louis, Mo., is putting out orders for fourteen-line display copy in mail order papers and weeklies of dailies, advertising a correspondence course in civil service work. H. W. Kastor & Sons' St. Louis office is placing the business.

The Bayles Distributing Company, Kansas City, is placing orders through the Kansas City office of H. W. Kastor & Sons in mail orders papers and weekly editions of dailies. Fourteen and twenty-two-line display copy is being used.

The Kellerstrass Distilling Company, St. Louis, Mo., is conducting a national campaign for its mail order whiskey department, using magazines, daily newspapers, weekly editions of dailies and mail orders papers. Orders are going out through H. W. Kastor & Sons' St. Louis office for a new series of 210-line copy.

H. W. Kastor & Sons' Kansas City office is putting out orders in national magazines for May, for W. R. Trotter, same city, advertising correspondence course in salesmanship. Quarter pages and 14-line display copy are being used.

O. C. Gray, St. Louis, Mo., has just begun a campaign advertising ladies' hats on the mail-order plan. Seventy-five-line display copy is being used in women's publications for April. The account is being handled by H. W. Kastor & Sons, St. Louis.

The Western Manufacturing Agency, St. Louis, Mo., is putting out orders through H. W. Kastor & Sons for 21 lines display advertising for agents, in mail-order papers and weeklies.

H. W. Kastor & Sons' St. Louis office is putting out orders for Peckham, St. Louis, Mo., advertising ostrich plumes in women's publications. Forty-two-line display copy is being used.

The Koninski Art Company, St. Louis, is putting out orders for 21-line display copy in mail-order and weekly editions of daily newspapers advertising for agents. H. W. Kastor & Sons' St. Louis office is sending out orders.

The Independent Cigar Company, Detroit, Mich., is conducting a big campaign in daily newspapers in the larger cities of the Central West advertising "The Habit," 5-cent cigar. Large space is being used. Twenty thousand dollars will be spent on the campaign, which will be extended to the Eastern cities shortly. Copy and orders are going out through H. W. Kastor & Sons' St. Louis office.

Hillmans, Chicago, is conducting a campaign in high-grade women's publications advertising hair curlers. Orders for 28-line display copy are going out through H. W. Kastor & Sons' St. Louis office.

NOT MERIT—BUT DOLLARS COUNT

If mere quantity of circulation were the final word of advertising value, the largest circulation-ought to command the largest amount of advertising, and ought to get the highest price for space.

But experienced advertisers don't gauge newspaper value that way. They go by result-producing qualities.

In proportion to actual circulation, The Globe gets a larger volume of advertising than its contemporaries whose output excels that of The Globe and gets more per line per thousand for its space.

Why?

*The Advertiser Wants
Returns in Dollars*

It does not matter to him whether a paper has a circulation of one hundred or five hundred thousand.

The judgment of experienced advertisers accords to The Globe a place at the top of the ladder in the field of high-class New York evening papers—not because they are influenced by the merit of The Globe as a newspaper, but because it brings them the class of patrons they want for less money than any other paper.

The Globe

NEW YORK

EDWARD WESTFALL,
Advertising Manager,
5-7 Dey Street.

Telephone, 8000 Cortland

O'MARA & ORMSBEE,
Special Eastern and Western
Representatives,
225 Fifth Ave., New York
Tribune Building, Chicago

MERIDEN CONNECTICUT

Has **60,000 people** that can't be reached by the daily papers of other Connecticut cities;

It has an unusually large percentage of wealth to population;

Its big manufactories employ **skilled mechanics** almost exclusively;

Nearly every person in the field has money to spend and is a newspaper reader, and—

THE MERIDEN MORNING RECORD

Is the old established **FAMILY** newspaper of the city;

It delivers more than **ninety per cent** of its entire circulation directly into the homes;

It is the **ONLY TWO CENT** newspaper published in **MERIDEN** and—

Few New England newspapers will give the **GENERAL ADVERTISER** so good results.



Ever Miss a Train?

Does your failure to catch "the limited express" interfere with its speed or efficiency?

* * * *

Through their own sales of patterns, fabrics, linings, trimmings, thread, buttons and advertised goods, over 17,000 merchants have found out how Advertising in Butterick Magazines makes sales **for them.**

And this is why these "17,000 leading merchants" are willing to push the sale of goods advertised in Butterick Magazines.

"Distribution" and "Demand" are secured, **for one investment**, through Advertising in the Butterick Magazines, because Advertising in Butterick Magazines directly influences over 17,000 merchants—and their **millions of customers.**

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers